

Griffith College Cork



It is a well-known fact that

Gender Inequality in National Print Media Sports Coverage

By

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A thesis submitted in partial fulfilment of the requirements for
MA in Journalism & Media Communications (HETAC)

Faculty of Journalism & Media Communications

Griffith College Cork

August 2012

Declaration of Originality

I hereby certify that this material, which I now submit for assessment on the programme of study leading to the award of MA in Journalism and Media Communications, is my own; based on my personal study and/or research, and that I have acknowledged all material and sources used in its preparation. I also certify that I have not copied in part or whole or otherwise plagiarised the work of anyone else, including other students.

Name: David Prendergast

Signature: David Prendergast

Date: 9 August 2012

Dedicated to my parents
Pat and Arie Prendergast
For their devoted support and encouragement
Throughout my education

³Lately in a wreck of a Californian ship, one of the passengers fastened a belt about him with two hundred pounds of gold in it, with which he was found afterwards at the bottom. Now, as he was sinking, — K D G K H W K H J R O G R U W K H J R O G K L P —
- John Huskin, Unto This Last.

Acknowledgements:

I would like to thank the following people for their help and support in completing this dissertation:

- o To my tutor, William Sheehan, for his endless advice and valuable help and guidance throughout the study.
- o To my parents, Pat and A H W K D Q N V I R U N Q R Z L Q J Z K D W ¶ V E H V V
- o To my brother Mark, thanks for everything, as usual.
- o To my sister, Ciara, thanks for the entertainment.
- o 7 R - R K Q ³ - D F N N A R K Q for putting me in touch with Damian Lawler and co.
- o To my interviewees: Niamh Briggs, Alice Moore, Fiona Rochford, Sinead Cummins, ' D P L D Q / D Z O H U 3 D W 1 R O D Q - L P 2 ¶ 6 X O O L Y D Q * U D L) L Q W D Q 2 ¶ 7 R R O H ' H U H N . L Q Q H Y Y o u r t i m e , G e o p e r a W o n 4 X L O O and insights.
- o To Wayne Power, Katryn Harnett, Kev Murphy and Diarmuid Mooney, thanks for the help along the way.
- o To my classmates: Alex, Orla, Sarah, Luci, Tony and Xu, thanks for a memorable year.
- o To Maurice Sweeney, thanks for the insights into a life in journalism.

Abstract

Studies by the Dublin Sports and Recreation Council between 2002 and 2007 showed that women were all but invisible in the sports pages of our national newspapers. Research also suggested that this low representation of female athletes in the media leads to negative connotations for women such as negative stereotyping, a lack of female role models and low participation rates in sports (www.oireachtas.ie). However, none of this research answers the question: Why do female sports receive such low coverage by the national print media to begin with?

This thesis describes a four phase research plan designed to answer this question. Through content analysis of five national newspapers and a range of interviews with current female athletes, sports journalists and personal of female sporting bodies this thesis evaluates why exactly it is that female sports are substantially underrepresented by the national print media in comparison to their male counterparts.

This thesis was implemented between September 2011 and August 2012.

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1. Introduction

Introduction

The low coverage of female athletes in the national media is one of the main concerns UHJDUGLQJ WKH GHYHORSPHQW DQYCHYR2002W2007the RI ZRP H Dublin Sports and Recreation Council conducted a fifteen day study of six national newspapers where they counted the number of photographs of women in the sports pages compared to men. In 2002, figures showed that women got only 2.78% of visibility in the national print media compared to that of men. More worryingly, figures did not increase and 2007 figures showed women were only in 1.2% of the photographs in the sports section (www.dublin.ie). As a result of such low FRYHUDJH ZRPHDQYCHYR2002W2007the RI ZRP H many struggles for public acceptance and equality in comparison to male sports such as negative stereotyping, low participation rates and lack of female role models in sport (www.oireactheas.ie).

Media is important for sports because the media is an effective means of education. The majority of people become aware of things through media exposure. It is a powerful institution for shaping values and attitudes in modern day society. In fact, psychologists have concluded that once someone has been informed of something through a media outlet, it is extremely difficult to convince them that what they heard or saw could be wrong (Coon & Mitterer, 2008: 43).

In sport media coverage is even more important because media coverage raises the profile of the sport which in turn raises more money through sponsorships and advertisement for the sporting body in question (Carnell & Ireland, 2002: 209).

Today, media coverage of IHPDOH DWKOHWHV LV VWLOO SRRU *HQQHU GLYLVLRQV respect on the playing fields. Although tennis is the most gender equal sport regarding coverage, it is also the most highly sexualised sport involving women (Rowe, 2011: 518). 6SRUWV ZKLFK HPSKDVLVH ZRPHQ¶V IHPLQLQLW\ DQG VHI media.

+RZHYHU LQ PRUH WUDGLWLRQDOO\ P-Appropriate VSRUWV´ JHQGHUWLDOEHQDWQ :KHUHDV PHQ¶V IRRWEDO NQRZQ DV IRRWEDOO DQG UXJE\ ZRPHQ¶V IRRWEDOO DQ MRXUQDOLVWV FRPPHQWWRUV DQG VSRUWV IDQV DOLN the code of play for these sports is exactly the same as their male counterparts, requiring the same physical skill and mental toughness, the profile acceptance by the media of women participants is low (Liston, 2003: 234).

It is clear that the media has been a key accessory to the underdevelopment of such sports. In the All-Ireland camogie final this year, Wexford and Galway attracted 14,974 to Croke Park (www.tuamherald.ie) 7KH PHQ¶V ILQDO EHWZHHQ .LONHQQ\ 81,214 (www.irishindependent.ie). Are we to simply believe that men are just 81 times better than women?

Research Questions

The main purpose of this research is to shed light on the inequality in sports coverage of female athletes in the national print media.

The key objectives of this research are to:

- x ,GHQWLI\ GHVFULEH DQG FULWLTXH WKH UHDVRQV E of female sports.
- x Highlight the difference between coverage given to female sports and coverage given to male sports.
- x Examine the negative impact low media coverage has on female sports.
- x Investigate and identify methods of improving print media coverage of female sports.

With such aims and objectives in mind, the following research questions were derived and helped guide each phase of research.

- x What are the issues contributing to low coverage of female sports in national print media?
- x What theoretical perspectives address such issues?
- x How can such perspectives be integrated into a framework?

Research Plan

The power and role of the media and its relationship with female sports are the two main areas on which this study is based. Thus, various researchers working on these topics was examined and a research plan was identified for the material. A mixed method approach is used for undertaking this study. Such an approach combines the use of both quantitative and qualitative methods of research. By incorporating more than one approach to data collection, the validity of findings is enhanced. Such methodology is described in more detail in Chapter Three of this thesis.

Research Design

The research was carried out in four main phases. The first phase began in September 2011. The last phase was completed in June 2012. Phase One a review of the current literature regarding the key issues underlying the study namely; the role of the media and its relationship with female sports. This phase ran concurrently throughout the study. Phase Two involved the content analysis of five national newspapers on Fridays, Saturdays and Mondays for an eight week period between January and March. Phase Three took place in the form of interviews with current female athletes and Phase Four concluded with interviews of current national print sports journalists and members of the relevant female sporting bodies. Each of these phases is described in more detail in Chapter Three of this thesis.

Outline of the Chapters

Chapter Two is a review of the current literature regarding the key issues on which the framework is to be based namely the role of the media and its relationship with female sports. This is accomplished by a detailed examination of relevant literature from Ireland, the UK and America. This chapter assisted the thesis in developing appropriate research questions and an appropriate research design.

Chapter Three discusses the methodology and selection of methods chosen for this study and outlines the rationale for implementing the chosen research design to address the research questions. The methodology refers to the inquiry process and is used to analyse the methods for collecting data.

Chapter Four provides a comprehensive description of Phase Two of the research which involves the U H V X O W V R I W K H W K H V L V ¶ V F R Q W H Q W D Q D O \ V L V findings from Phase One through interviews with current female athletes.

Chapter Five evaluates the reasons found for why the national print media give female sports low coverage by analysing the results of Phase One, Two, Three and Four

Chapter Six concludes the thesis by addressing the research questions outlined in Chapter One and by summarising the main findings of the study. Recommendations and suggestions for future research is also discussed.

Conclusion

This introductory chapter was designed to set out the nature and scope of the research. It began with a description of the background to the research describing the low coverage of female sports in Ireland. The impact female sports because of such low coverage was discussed such as negative stereotypes, low participation rates of females in sport and a lack of female role models. As a way to reverse these problems it was outlined that this study aims to find the reasons why the national print media give female sports such low coverage. Objectives which will help realise this aim were then identified, along with key questions which guided the research process. The research plan and methodology adopted for undertaking the present work were also discussed. Chapter Two proceeds to set out in greater detail, the background for the research by examining the literature on the role of the media and its relationship with female sports.

2. Literature Review

Introduction:

In Chapter One, it was established that female athletes, particularly in contact team sports traditionally associated with men, received far less media attention than their male counterparts. The purpose of this chapter is to explore the background research and help the author develop a better understanding of the issues contributing to low media coverage in literature from Ireland, Great Britain and the United States of America where such matters have been addressed. This review will allow the thesis to identify concerns with each domain and suggest strategies for the framework on how best to overcome them. It will also assist the thesis in formulating appropriate research questions and an appropriate research design. However, firstly the chapter will provide a brief overview of the relationship between female athletes and the media and the consequences low coverage has on the development of these sports.

What is Media:

John Vincent states that feminists view sport and the media as symbiotic institutions that frame sports coverage within a gender hierarchy where male athletes are portrayed as naturally superior to female athletes (2010: 174). Media naturalised this hierarchy by not rewarding masculine female sports with the same coverage. Vincent states that political economic V F K R O and newspapers are driven by financial considerations of circulation

and advertising revenue (2008: 3). To meet financial objectives, newspapers generally try to attract the largest and most affluent readership possible therefore papers reinforce traditional and cultural mainstream values rather than act as an engine for change. Cultural scholars believe the media plays an important role in the constructive and reconstruction of hegemonic ideologies such as capitalism, patriarchy and heterosexuality by creating and naturalising social reality (Ott & Mack, 2009: 132). It is claimed that when women enter the masculine world of sport, institutional, cultural, social and economic powers are used to reinforce gender differences and patriarchal ideology through the subordination and oppression of female athletes (Grassbaumer, 2008: 91). To summarise, the media is a powerful outlet. Media culture shapes the prevalent views of the world by reflecting and reinforcing or most deeply held values. Media stories and images provide myths and resources which help constitute a common culture for the majority of individuals. Therefore, media demonstrates who has power and who is powerless (Kane and Leach, 1998: 186).

0 H G L D D Q G : R P H Q ¶ V 6 S R U W

DouponaTopic (2005: 112) states marginalisation of female athletes is the primary means by which patriarchy is reproduced in media coverage of sport. 0 P H G L D Z R P H Q ¶ V V S F seen as a less authentic version of their male counterparts because sport media images and stories provide us with endless symbols and spectacles that equate athleticism with strength, courage and competence while simultaneously equating female athleticism with sexual appeal, femininity and a so called limited physical capacity (DouponaTopic, 2005: 187).

When female athletes are represented, they are typically trivialised or objected. Margaret L. Anderson & Howard F. Taylor (2012: 42) states our culture is shaped and dominated by the media. The media have the power to shape what people believe and the information available to them. Julianne M. Arias (2006: 25) states the negative connotations R I I H P D O H D W K O H W H V W K D W S H U V L V W L Q W R G D ¶ V V R F L H are not as competitive, strong, skilful, or interested in sport as males. With these behaviours and ideas continuing, it is easy to understand why females are discriminated against and have limited opportunities in sport. Mikaela J. Dufur (2006: 394) states female athletes in the media are most notable for their invisibility. They appear in fewer and shorter articles.

There is more coverage for feminine sports than there is for female masculine sports. 7 K H V H V S R U W V D U H V H H Q D V Z D W H U H G G R Z Q Y H U V L R Q V

Z R P H Q ¶ V V H [X D O G L I I H U H Q 5 : 2 5 7) A R R E Y K R I S T E N G H O (2 0 0 7 : 9 9)

states media needs to provide adequate exposure of female athletes because the under representation of female athletes makes it seem more difficult to be a female athlete.

Sport and Gender

Elizabeth Etu and Megan K. Williams (1996: 192) state the world of sport has traditionally been male terrain. Sport is a setting where men can prove their masculinity and where their actions are glorified. Eileen L. McDonagh and Laura Pappano highlight the notion that

athletics are a comfortable companion to power. Success in athletics, they outline, defines

Z K D W L W L V W R E H ³ P D O H ´ L Q R X U V R 8 F L E N W I E R L A W I E R Q D J K

(2002: 82) agrees that the social belief in sport is that men are superior to women. Boys are

expected to develop physical skills whereas girls are not. Lawler notes this is a routine and

V \ V W H P D W L F V X S S U H V V L R Q R I J L U O V D Q G Z R P H Q ¶ V P D V V V

D Q G V D \ V W K D W ³ J L U O V participating in sports, particularly those that I U R P

involve rough play or competitiveness. The cultivation of fighting skills still counts as

unfeminine. Sean Connolly (2003: 53) states participation by women and their achievements in

physical activities was perceived to threaten conceptions about both masculine and feminine

behaviour. Mary Lou LeCompte (1999: 17) quotes Canadian feminist Helen Lenskyi who

V D L G ³ 7 K U R X X J K R X W W K H F H Q W X U \ R I Z R P H Q ¶ V P D V V V

heterosexuality have been seen as incompatible with sporting excellence: either sport made

Z R P H Q P D V F X O L Q H R U V S R U W V Z R P H Q Z H U H P D V F X O L Q H D

David Nylund (2007: 36) defined the popularity of sport as its power to recruit men

into the values and practices associated with hegemonic masculinity. Watching sports is one

of the few transgenerational experiences that men and boys, fathers and sons, still share

(Nylund, 2007: 38). Dufur (2006: 587) determined that men gain access to masculinity

through spectatorship. They identify with teams and players and bask in the reflected success

of these teams. They use sport to define their masculinity even though they are not doing the

masculine acts themselves. In this way sport is a ritual to men. Raymond and Richard

Haynes (2009: 136) believe media sport is a powerful context for the representation of gender

L G H Q W L W L H V D Q G P H Q ¶ V from one way or another by the one or R I W H C

lack of interest in sport. Sport is heavily laden with values of masculinity. Men who abstain

from male sporting subcultures can be stereotyped as being effeminate in character.

Margaret Carlisle Dunca (2006: 247) states to talk about women in sport is a paradox. This is because what it takes to be successful in sport is the very ideal of a man: superiority, mental and physical toughness, competitiveness, initiative, strength, power, aggression, confidence. Women on the other hand are traditionally associated with traits of inferiority, weakness, incompetence, cooperation, passivity, timidity and vulnerability. Therefore if sport is a celebration of manhood therefore how can a woman be a successful athlete? Katie Ston (2002: 235) notes that the emphasis on achievement, character formation, teamwork and fair play. Modern sport is a site where the link between biology, gender and sex is most evident. While it requires the same physical and mental traits as the male game, it challenges the myth of female frailty and suggests that sport could in some way cease to be masculine men.

Sport is a useful arena in which to study gender and society. Since ancient times, men have caused sport to separate themselves from women by restricting women from participating in games and contests and by using these events to emphasise physical size and strength. In examining the ways men have used sport to exclude women some scholars conceptualise sport as a mirror of society. Sport can act as an archetype for masculinity. Boyle and Haynes (2009:143) express that the marginalisation of gendered values of sport are acutely realised when the physical capital ascribed to men and women. DouponaTopic (2005: 116) states that in youth the image of male body represents the ideal in society. Often sport and masculinity are synonymous for competitiveness, courage and strength, hence to be a man means to be the upholder of masculine, to have identity, a social role. Sport is an activity through which men and women learn the difference between the genders, and activity in which men assume the role of a macho male of which competition is characteristic. Boys are encouraged by sport to look upon their body as an object through which they can reach the world of a grown up man. Sport is a means of cultural identity by means of which boys become the carriers of masculinity and patriarchy. Women, on the other hand, have adjusted themselves to the prevailing rules and assume subordinate role in society and sport.

7KH /DQJXDJH RI or RPHQ ¶V 6S

Michael A. Messner (2007: 32) states what matters is not simply how and why the gap between male and female athletic performance is created, enlarged or constructed; what is PRUH IXQGDPHQWDO FRQFHUQ LV ³WKH PDQ into the Q ZKLFK SRSXODU FRQVFLRXVQ by female athletes have been subject to overt KRVWLWLW\ LQWHQG HG WR FDVW GRXEWV XSRQ WKHLU W edged sword±on the surface a compliment to skills but als VD\LQJ VKH ¶V VR JR PXVWQ ¶W EH D ZRPDQ DIWHU DOO 0HV VQHU portrayed as an exception that proves the rule, thus reinforcing traditional stereotypes about femininity.

Etue and Williams (1996: 221) refer to good female hockey players being labelled the ³:D\QH *UHWVN\ RI IHPDOH KRFNH\´ E\ FRPPHQWDWRUV 7 female game rather than their attempts to compliment a player. Female sports measured against men (WXH :LOOLDP Donagh and Pappas (2008: 6 suggest as long as the phrase seRX SOD\ OLNH D JLUO´ UHPDLQV DQ LC undervalued for all women. Lawler (2002: 69) believes while women may have less upper body strength WKDW GRHVQ ¶W QHFHVVDULO\ PHDQ WKH JDPH Z finesse. The sports are two different things yet at the same time observers think this means ZRPHQ ¶V YHUVLRQ LV DXWRPDWLFDOO\ LQIHUQDULR /RZHU performance and perhaps most damaging, to a belief on the part of both girls and boys that boys are naturally superior athletes (Lawler, 2002: 83). Fran Harris, a former WNBA player, wrote in her autobiography how sports talk radio hosts kept referring to fans of their league as ³D EXQFK RI OHVELDQV´ 1\OXQG /LVWRQ DOVR F 6FDQORQ ZKR VD\V ³(YHU\ JLUO LQ WKLV FRXQWU\ KDV because they play soccer. Sometimes even goes as far as saying that all soccer players are OHVELDQV´ /LVWRQ (YHQ WHQQLV KDVs. FRPH X Simon Barnes wrote in The English Times on 5 May 1999 that some female tennis players ZHUH OLNH ³WKH NQFOUHQDEJOH %R\OH +D\QH V

,Q &RQQRU ¶V YLHZ VSRUW VHUYHV VHYHUD traditional gender roles of both men and women and therefore good female athletes threaten the special status of sport form. One county councillor went on local radio after XQVXFFHVIXOO\ RSSRVLQJ D ¼ 9(& JUDQW IRU WKH

that girls are too precious for such pursuits and sport fanatic fathers without sons are pushing their daughters to play their games. H I X U W K H U D V V H U W H G W K D W D ³ J L U O abused, bumped and humped playing football. They have their own natural humps and bumps which should not be abused by playing soccer and R F W E D O O ' & R-67 Q Families also contribute to gender stereotyping from an early age. Boys and girls receive toys and games perceived by parents and relatives to be appropriate to their biological gender. For example, girls receive dolls and boys receive footballs. Therefore sports are more likely to become a male preserve (Connor, 2003: 61).

Sarah M. Fischesser (2008: 101) determines there are two parts to being a female athlete woman: being female and being an athlete. The female body still presents a space where hegemony is not filling in all the gaps, the female athlete is still a site where the process of hegemony is being articulated. Y H U \ W L P H D S H U V R Q L V F R Y H U H G D ³ I partially creating what being a female athlete means. Calling a person a female athlete makes up their identity as an athlete while simultaneously making up the generalised category athlete, and participates in fitting the two together. Liston (2002: 243) notes that more funding is given to female athletes involved in individualised sports such as running, swimming and tennis. This is because the emphasis on strength, aggressiveness and physical contact is removed and features that conform more to conventional perceptions of femininity are highlighted. Lauren Reichart Smith (2011: 148) states sport remains a male dominated field in terms of everything from access to media exposure. There is a continuing marginalisation, or downright ignoring of women. H Q ¶ V V S R U W V S H O G L D E an illusion that females are nonexistent in the sporting world, which ultimately supports the notions of hegemonic masculinity. This is despite the fact that women have accomplished extreme physical and mental accomplishments in sports. For example in 1998 (Woolum, 1998: 23) Paula Newby-Fraser set a world record in the Ironman Triathlon where she swam 2.4 miles, cycled eleven miles and ran 26.2 miles in eight hours, five minutes and twenty-eight seconds. In 1995: Alison Hargreaves climbed Everest 29,028 feet without oxygen. In 1994: Lynn Hill free climbed the 3,000 foot nose of El Capitan in a single day.

* H Q G H U O D E H O O L Q J F R Q V W U X F W V A C C R I N G O L A U T S R U W D V Davis (1997: Z K H Q Z R P H Q ¶ V V S R U W L V F R Y H U H G E \ P H G L D W K H D W K O H W H ¶ V S H U V R Q D O O L Y H V) H P D O H D W K O H W H V I R I I H P D O H D W K O H W H V R I W H Q I H D W X U H ³ L Q D E S M I L I N G S H J O D P unrelated to athletics ' D Y L V Nylund (2007: 72) believes P H Q ¶ V V S R U W V H Y

DUH SURPRWHG DQG GHVFULEHG DV LI WKH\ KDYH VRPH
 DUH XQPDUNHG E\ JHQGHU ZKHUHDV ZRPHQ\XQVSRUW V D
 opinion (2006:254) is that journalists and commentators culturally construct differences
 between male and females and address audiences as though these gender differences are real
 and natural. This is an insistence on sexual difference

The Impact of Negative Stereotypes

Fischesser (2008: 140) states the lesbian stereotype is the ghost that constantly haunts the
 HGJHV RI ZRPHQ\V H[SHULHQFHV LQ VSRUW EHFDXVH O
 binary of the hegemonic gender narrative. 7KH 3OHVELDQ' QRW RQO\ GRHV
 women sexually, but by taking on male roles by being very physical, wearing pants, or
 playing sports. She is a sexual predator of young women. Because lesbians and female
 athletes are both challenging hegemonic heterofemininity they have often been linked. Kane
 /HQVN\M EHOLHYH KRPRSKRELD LQ ZRPHQ\V V
 intolerance and oppression that have kept women out of sport or contained them once within
 it.

Liston (2002: 241) suggests slurs regarding the unfemininity of sports can act as a
 deterrent to sports participation by all women. According to SK Cahn(1996: 52) the
 stereotype of the mannish lesbian athlete grew out of the persistent common sense equation
 RI VSRUW EHLQJ PDVFXOLQH 2SSRQHQWV RI ZRPHQ\V V
 GHQLJUDWHG ZRPHQ\V DWKOHWLF HIIRUWV DQG ULGLFX
 XQQDWXUDO , Q (2002: 56) women who participate in contact sports
 particularly vulnerable to stereotyping which labels them mannish or butch. The
 SUHRFFXSDWLRQ ZLWK ZRPHQ\V VH[XDO RULHQWDWLRQ
 society forces women to conform to more conventional gender roles. Lesbians
 WKH FRQWURO RI PHQ WKHUHIRUH FDOOLQJ VSRUWV Z
 women playing sport is inappropriate for women (Lawler, 2002: 59).

Connor(2003: 55) determined that the fear of being labelled lesbian with young
 SHRSOH IURP SDUWLFLSDWLQJ RPPRGUHGHQWV DSSUR
 may discourage young people from participating in some sports or teams because of
 homosexual stigmas attached to that sport or team. There is a deep suspicion of female
 DWKOHWHFV and Williams (1996: 217) note the effects of homophobia and the
 attempts by sports organisations to hide the lesbian presence on teams have repercussions

beyond the theatrical for both athletes and coaches. Coaches for instance have been fired or passed over because of sexual orientation. In one public case the head coach of the Canadian Volleyball team, Betty Baxter, was suddenly dismissed by the Canadian Volleyball Association in 1982. While no mention was made of her lesbianism when it was explained why she was dismissed, Baxter protested the firing, telling The Toronto Star that

3 TXDOLILFDWLRQV K D Q E T O R W W I K I A N G , J 1 9 9 6 R 2 1 6 R Z L W K L W ´

Nylund (2007: 76) sees that sport becomes a particularly troublesome area of concern because female athletes, regardless of their sexual orientation, fit the profile of lesbians. They are frequently in groups without men. They are physically active in ways that do not have to do with being sexually appealing to men and they are engaged in activities that do not fit with traditional specifications for heterosexual motherhood. Nylund (2007: 77) suggests that a particularly effective way to prevent any challenge to male hegemony is to label female athletes as lesbians. This tactic threatens to silence and marginalise all female athletes, regardless of their sexual orientation. Women are thus discouraged from participation in sports and those who face an ever present threat of censure or ridicule. Homophobia regulates the behaviour of female athletes and discourages significant challenges to traditionally male preserves. Kane and Lenskyj (1998:88) believe the liberating potential of

V S R U W W R H P S R Z H U Z R P H Q I V E R G L H V I n t h e m e d i a a n d L V E H

homophobia. Media coverage imposes traditional notions of femininity and sexual appeal as normative expectations for female athletes.

The Importance of Role Models

Arient states that a lack of female role models displayed through the media can lead to gender role conflicts amongst young girls which can develop into low perceived sport competence

& R Q Q R U D F N Q R Z O H G J H V 3 W K H L Q I O X H Q F H R I V L J

reasons for female participation in sport (2003:55). Teenage girls concern with their body image is closely associated with their increasing awareness of their sexual identity. There is pressure from their peer group to conform. Connotes as the female teenager appears to place great emphasis on catching up. H W D L Q L Q J D 3 S U R S H U E R \ I U L H Q G ´

enthusiastic participation in PE lessons and extracurricular teams and clubs, which lead to a perceived loss of femininity will be avoided by those girls that regard this as a major objective (2003: 58)

Connor also quotes Hargreaves who studied the influence of peer groups on female adolescent leisure behaviour and found that images portrayed by the mass media had a strong influence in perpetuating the stereotypical conception of femininity (2003: 58). Elena Bertozzi (2010: 449) reflects on a survey carried out in 2002 which asked people what were the top five traits of an ideal young girl. According to the survey the top traits listed were: Very thin, pretty, bland, fake, stupid. Bertozzi summarises this survey result by stating that WKH LGHDO JLUO DFFRUGLQJ WR WKH SXEOLF LV WKHUHI and helpless, yet she uses sex and romantic attachments to get power. She is yet superficial. She is fit but not DWKOHWLF RU VWLWDUWLQJ. This perception can be held responsible for the lack of media coverage of female athletes.

Arient (2006: 3) suggests since female characteristics contrast with athletic ones, categorising an individual as feminine and athletic has created conflict in some female athletes. The primary ethology of gender role conflicts is the notion from society that sport and athleticism are inherently masculine domains, which are contrary to traditional feminine characteristics. Gibson (2007: 85) states girls have a tendency to want to look the prettiest as this leads to positive attention. List (2002: 241) points out Irish research in second level education shows girls are far less happy with their bodies than boys.

As pointed out by Connor (2003: 57) girls suffer restricted access to sports and are often discouraged from taking part in certain sports. By being channelled away from sport, girls are growing up with minimal movement skills and are therefore likely to be less competent at sports activities and consequently less likely to take part in sport. Arient (2006: 2) is of the opinion because some female athletes are suspect, they are less likely to be offered commercial contracts and sponsorship deals. As a result the female adolescent is less likely to have a female sporting role model. Young female athletes do not have readily available group of older role models to identify with in sport not only because there are very few female athletes displayed in the media, but also because there are also few female coaches, a high number of females withdrawing from sport, and a continuing lack of opportunity in scholastic and professional sports for females (Arient, 2006: 2).

ODUNHWLQJ : RPHQV 6SRUW

Etue and Williams (1996: 211) state selling is absolutely fundamental to a sport. By selling viewers to advertisers, sports get sponsorship and sponsorship is critical to sports growth and survival. Cheryl Cooky (2011: 211) points out that after the US women's World Cup

in 1999 a soccer league was formed. A few years later the league went under due to the lack of commercial value. This case does not always translate into increased participation, increased opportunities or broader shifts in the structural landscape of sport.

Michelle Kaufman (2003: 239) asks should the media give female sports the same coverage as male sports. She follows with the following. Duncan (2006: 264) states that the media tries to justify the underrepresenting of women in sports. She states if this is the case then it is a catch 22 scenario because women sports will not develop a mass audience and thus attain a commercial value without extensive media coverage (Duncan, 1997: 143). The presence of media has effectively turned sport into a commodity. Advertisers and the media have a beneficial relationship and essentially sports need media spotlight in order to survive (Honeybourne, 2004: 209).

Boyle and Hayes (2009: 126) believe sports which fail to attract television exposure should be created and given media exposure which generates the accompanying lucrative endorsement portfolio. With the priorities of corporations and the dominant culture of pro male sports, the female game has stood almost no chance of being appreciated for its own merits. Its history and players have left little room for promotional manoeuvring. Brad Schultz, (2005: 234) points out until you have more women in leadership positions it will be difficult to make changes and make progress. Egan and Williams (1996: 229) suggest that until fans, supporters and athletes themselves join forces and demand the same appreciation for women's sports the situation is unlikely to change. Collective action is essential. Without proper media recognition, corporations will not invest in the athletes and without the marketing drive of a committed sponsor the media will not take notice (Egan & Williams, 1996: 193).

Do other male sports celebrate the athletic prowess and skill of a female athlete the media prefers to concentrate on the sexual beauty and feminine qualities of female athletes. This overt sexualisation of

athletes diminishes their value. According to Etue and Williams this sends out the message that the real worth of female athletes is in their appearance and not their performance (192). For example, Kaufman (2003: 239) notes Sports Illustrated has asked top female athletes to remove their clothes or wear sexy clothes or adopt sexy postures and be photographed in a non-sport setting while it does not ask top male athletes to pose this way. 67% of the articles on tennis player Anna Kournikova were tennis related.

Boyle and Haynes (2009: 129) quote British female boxer Cathy Brown who said: 'media attention and make them more appealing to the male eye. We cannot get media coverage simply because we are brilliant at our sport. Anna Kournikova, who in all honesty was not great at her sport, managed to get sponsorship. Why? Because she is beautiful, sexy and prepared to show her body'. Lauder (2002: 56) offers what stems from the idea that because sports are masculine, women who play them are unattractive to men. Instead, female athletes accommodate by dressing sexy, wearing make-up and talking about men. That the focus on appearance of female athletes reflects the historical discomfort with celebrating the competitiveness and power of women, it also points to a deeper role that athletics play in our lives.

Conclusion

This chapter began with a brief review of the role of media in society and the relationship between female role models and marketing. Such an extensive literature review allowed the thesis to develop a better understanding of the issues contributing to media coverage of female sports. Furthermore, it assisted in creating appropriate research questions and an appropriate research design which will be explained in more detail along with other methodological issues in the next chapter.

3. Methodology

Introduction

In Chapter Two research questions relating to the low media coverage of female sports by the national print media were established and outlined. The purpose of this chapter is to present and explain the methodology chosen for this study and outline the rationale for implementing the chosen research design to address these thesis questions. The methodology refers to the inquiry process and is used to analyse the most for collecting data. The thesis was faced with many possible methodological approaches including a range of approaches, procedures and instruments and there were a number of issues which the thesis was obliged to consider. These issues included careful consideration of which research tools to employ and which methodology model was deemed appropriate.

Selection on Research Model

There are two main models for undertaking research. These are the quantitative model and the qualitative model. The quantitative model can be distinguished under numerous headings such as traditional, conventional, scientific, experimental, positivist, and empiricist. This model suggests that by following rational methods of inquiry the researcher can find regularities in the chosen topic. Knowledge gained through scientific and experimental UHVHDFK LV REMHFWLYH DQG PHDVXUDEOH +HQFH T approach to understand a few controlled variables (Doyle & Frith, 2006: 564). Qualitative research on the other hand is a much broader term for research methodologies that describe and reveal people's experiences.

Methodology for this study

Quantitative and qualitative models take different stances on many different issues. One such issue is the question of whether a phenomenon is observable, and quantifiable. However, qualitative researchers are interested in understanding how people make sense of their world and the experiences they have in life (Wong, 2010: 82). Hence, a mixed method approach is used by combining both quantitative and qualitative methods of research. The use of multiple methods reflects an attempt to secure a detailed understanding of the question and allows for broader and clearer results (Gill, 2006: 136). It may also overcome the biases built in any single method (Gill & Johnson, 2002: 169). In addition, the use of more than one approach to data collection, the validity of findings is heightened.

For this research the thesis will incorporate two methods of research: Content analysis and interviewing. Diane Kholos Wysocki (2007: 166) states content analysis looks for trends, patterns and themes. Content analysis provides interesting information about the way people, ideas or behaviours are portrayed to the general public. Michele Canning (2009: 48) states one of the benefits of using content analysis is that texts can be explored for expressing, producing and perpetuating norms of dominant groups and cultures. A noted advantage of using content analysis to study cultural artefacts to examine a social and cultural phenomenon is that they are not affected by the process of studying them as people typically are (Canning, 2009: 49). However the use of content analysis does not remove the role of the researcher in the process of analysis.

Roger D. Wimmer and Joseph R. Dominick (2010: 157) state content analysis is a research method that involves the systematic analysis of communication content to enter into the findings. The analysis should yield the same results if another researcher replicates the study. However, perfect objectivity is rarely accomplished in a content analysis. The specification of the unit of analysis and the precise selection and definition of relevant categories are areas in which individual researchers make a subjective choice. Content analysis is quantitative. The goal of content analysis is the representation of a body of messages. Quantification is important in fulfilling that objective because it aids researchers in the quest for precision (Wimmer & Dominick, 2010: 158).

For this study, the research will explore the following questions: What is the difference in length of these articles and how many women compared to men, what is the difference in length of these articles and how many

photographs of female athletes appear in the sports section compared to men. These questions are important because media accomplish several tasks, using influence to shape perceptions or opinions, persuasion to directly affects attitudes, for example public perception toward female sports. Mosebach (2007) VW DWHV DJHQGD VHWWLQJ WKHRU display of news so as to communicate what the public should think about and consider important. Newspapers clearly have agenda setting power to control who or what is significant in important issues. Agenda setting is important in prioritising the news, so this concept deals specifically with the amount and placement of coverage. In print for example, this could be determined by the number or length of articles, which this thesis will examine regarding female sports. This thesis will also evaluate placement which refers to the prominence given to stories by their location in the newspaper (Mosebach, 2007: 11).

Coinciding with agenda setting theory is the concept of framing news. According to ORVHEDFK QHZV IUDPLQJ LV 37KH FHQWUDO RUJ supplies a context and suggests what the issue is through use of selection, emphasis, H[FOXVLRQ DQG HODERUDWLRQ ´)UD-Setting Agenda Setting O\ DQ I persuades people what to consider as important issues)UDPLQJ DIIHFWV WKH DXG views, or what to think. This theory works to encourage a particular interpretation of the news story. Framing can limit depth understanding of public issues by simplifying complex problems; perhaps even influence a moral right or wrong stance on issues. Through content analysis this research will hope to investigate how these theories of agenda setting and news framing impact on women involved in traditionally male dominated team sports.

Content analysis alone cannot serve as the basis for making statements about the low media coverage of female sports. Interviewing is a qualitative process. Interviewing involves asking people questions, but David and Sutton state that listening carefully to the answers given is equally important (2011: 118). This thesis used one off interviews over a period of one month which lasted between thirty and forty five PLQXWHV GHSHQGLQJ RQ WKH LQW to the process. The interview questions were open ended and semi structured. This is because the more unstructured the interview the greater the flow of dialogue and depth of validity each individual interview offers (David & Sutton, 2011: 120). This thesis used the findings of the content analysis as well as the literature review in Chapter Two to identify key themes which were explored and discussed with the interviewees during the interview process. This method helped established confidence of knowledge and helped generate fruitful data. While this thesis focused on key themes, the interviews were kept open ended to allow the

interviewees to speak freely and reveal information that may not have been covered by a rigid question by question format. Also the answers given in one interview helped form further questions for the next interview.

Research Purpose and Questions

The main purpose of this research is to shed light on the inequality in sports coverage of female athletes in the national print media.

Essentially the research intends to:

- x , G H Q W L I \ G H V F U L E H D Q G F U L W L T X H W K H U H D V R Q V E of female sports.
- x Highlight the difference between coverage given to female sports and coverage given to male sports.
- x Examine the negative impact low media coverage has on female sports.
- x Investigate and identify methods of improving print media coverage of female sports.

With such aims and objectives in mind, the following research questions were derived and helped guide each phase of research.

- x What are the issues contributing to low coverage of female sports in national print media?
- x What theoretical perspectives address such issues?
- x How can such perspectives be integrated into a framework?

Theoretical Perspectives

The broad and extensive review of literature outlined in Chapter Two informed the development of this study and highlighted the importance of key issues namely: negative stereotypes, lack of female role models and low participation rates of girls in sport. The work of these U H V H D U F K H U V S U R Y H G L P S R U W D Q W L Q F R Q T W U X F W L H [D P L Q H Z K \ W K H Q D W L R Q D O S U L Q W P H G L D ¶ V i s E r R d H U D J H P H Q ¶ V W e l o p e d t h r e e p h a s e s o f r e s e a r c h .

Phase One involved the use of content analysis with five national newspapers for three days each week over a two month period. The news days examined were Fridays, Saturdays and Mondays as these are the busiest days for sports news. This phase began in January 2012

and concluded in March 2012. During this timeframe the camogie and football national leagues, the newly created national soccer league and the Six Nations took place as well as the male equivalents of the competitions. This helped the thesis highlight the imbalance. This information was essential in proving there is a clear discrimination against female sports.

Phase Two was conducted by interviewing five current female athletes. These athletes were Fiona Rochford (a Wexford GAA dual player and All-Ireland winner), Niamh Briggs (Irish international rugby player and captain), Sinead Cummins (Waterford camogie player), Grainne Kenneally (Waterford GAA dual player and All-Ireland winner) and Alice Moore (former Irish soccer international and current Waterford League player).

7 K L V V H F W L R Q G H D O W Z L W K W K H D W K O H W H ¶ V Y L H 2 experiences as athletes growing up and in secondary school. Besides their inputs on media coverage, these athletes were chosen for specific reasons to help with the development of this research. For example, Moore has experience as a soccer coach and will be coaching soccer in the USA this autumn. Cummins is a secondary school student and therefore offers valuable insight into PE and peer pressure faced by girls in school. Rochford is a PE teacher at an all girls school and thus has valuable views on this topic also. Briggs is not only the captain of the Irish rugby team but she is also a former inter-county football player at underage and adult level. Kenneally is a dual player and thus offers insight into the commitment and hardships female athletes go through for little or no reward.

Phase Three was conducted by interviewing five sports journalists working in the national print media. These journalists were Damian Lawlor (Irish Independent), Pat Nolan (The Irish Daily Mirror), L Q W D Q T D ¶ L R E X A m i n e, Peter Sweeney (The Irish Daily Star), D Q G - L P 2 ¶ T h e I r i s h E x a m i n e r. These journalists were contacted individually for any specific reason other than the fact that they are sports journalists working in the national print media. This section helped understand the opinion the media has of itself as well as gauge insight into their views on female sports and the consequences of low media coverage on female sports. Examples of these questions range from the relationship between journalists and editors to the influence of sales on reporting to their views on the current state of female sports.

Validity and Reliability

The validity and reliability of any particular instrument influence the extent to which useful meanings can be discovered about the topic being examined (Cohen & Covert, 2007: 74).

When quantitative and qualitative methods are used in research, issues of validity and reliability must be addressed. Qualitative research is often seen as being less rigorous than quantitative research in terms of results. This is because qualitative methods can be influenced by any bias or opinions which the participants may hold, whereas quantitative research overcomes any weaknesses of the individual methods and makes the findings more reliable (Cohen, Manion & Morrison, 2000: 113).

The validity of a measurement instrument is the extent to which the instrument measures what it is supposed to measure (Grinnell & Unrau, 2010: 185). The purpose of validating the research is to convince those interested that the data has not been misinterpreted or misrepresented. Quantitative validity can be enhanced through rigorous sampling, proper instrumentation and appropriate statistical treatment of the data (Cohen, Manion & Morrison, 2000: 113). In this research, the use of five newspapers with different readerships and circulations ensured appropriate levels of validity. In qualitative research the subjectivity of respondents, their opinions, attitudes and perspectives together contribute to a degree of bias (Cohen, Manion & Morrison, 2000: 105). Therefore, the level of validity depends on the impartiality of the researcher and the honesty, extent and depth of the data obtained (Gray, 2007: 230). To ensure validity to this research an appropriate time scale was chosen for the two month period of content analysis. The eight week period chosen ensured there was an equal amount of male and female sporting events taking place at the same time thus ensuring a fair comparison could be made by studying the newspaper coverage. The selection of the five newspapers was also done in respect to ensuring validity of the research. Three broadsheets and two tabloids were chosen. The two tabloids both differ from each other: The Irish Daily Mail and The Irish Daily Star. The three broadsheets also differed in their styles and demographic audience: The Irish Times, The Irish Independent and The Irish Examiner.

The reliability of a measurement is the extent to which it yields consistent results when repeated. The strictness and accuracy. Cohen, Mannion and Morrison (2000: 146) claim that if quantitative research is to be reliable it must be demonstrated that if carried out on a similar group of respondents similar findings would be obtained. This indicates the consistency of

the scale. Reliability, with regards to qualitative, is best described as a fit between the data recorded by researchers and what actually occurs in the natural setting that is being researched (Hess-Siber & Leavy, 2006: 157). The thesis pursued reliability in a number of ways, for example by supporting the research theoretically and in a multi-method approach; by assuming a rigorous approach to data collection, analysis and write up, and by collecting different forms of data from a variety of sources.

Ethics

Before research began, ethical approval was sought from Griffith College Cork. Ethical issues were recognised and ethical guidelines were obeyed throughout. When carrying out interviews a responsibility to enter into personal and moral relationships with people who have given up their free time to participate must be undertaken. It was a duty to ensure that the welfare of research participants was not adversely affected by research activities. Information used for this thesis was based only on freely given informed consent from those studied. The thesis explained before the interviews commenced as fully as possible, the aims, objectives and methods of the research. It was very important to remember that co-operation in fieldwork should be negotiated and not assumed. While consent was given by potential interviewees, the thesis still took care to protect the words and information given by interviewees and did not present them in a twisted or untruthful way which although may make for better reading would harm the reputation of the interviewee. The thesis did not attempt to distort any aspects of this research in order to get the anticipated results.

Limitations of the Study

The thesis collected five newspapers three days a week for two months straight. This is 120 newspapers. In these newspapers there were 4,759 articles about the sports relevant to this thesis. Therefore a large amount of data was produced and so decisions had to be made with regard to how specific and from what perspectives the data was analysed. For example, rather than count all the paragraphs for the 4,759 articles the thesis decided to focus instead on the busiest days of coverage for each male sport studied and count the length of the articles in comparison to the articles about male sports on that day. Examining the content of articles was also carried out this way, as was discussing the language of the articles.

In addition, due to availability issues the thesis was not able to interview a journalist from each of the newspapers studied during the content analysis phase. The Irish Times, The

Irish Independent and The Irish Daily Mail were studied but journalists from these newspapers were not interviewed in the later phases of research. However, it is not this W K L interview to signal that the five newspapers studied during content analysis are the only newspapers which neglect female sports. The thesis believes the entire national print media are guilty of this and thus simply due to time constraints these selected newspapers were chosen to represent the national print media as a whole. Similarly, the interviews with journalists are supposed to represent the views of the print media as a whole and not the newspapers they work for.

Conclusion:

This chapter outlines the theoretical perspectives that guided the thesis. It explains the methodologies engaged in the study. The overall research purpose is detailed along with specific questions which will be addressed by the study. A detailed discussion of the research models is provided along with comprehensive overview on issues related to validity, reliability, ethics and limitations of the study.

4. Evidence, Analysis & Effects of Gender Inequality

Introduction

This chapter will address the results of the thesis. This chapter will look at the results of the thesis for a six week period over January and March. The thesis will look at these results in two sections. Firstly, the thesis will look at the percentage of articles and photographs women received during this period in comparison to men. Secondly, the thesis will closely examine these articles by comparing their length and content. This chapter will introduce the views of five female athletes on the subject. These athletes are Niamh Briggs (Ireland rugby player), Fiona Rochford (Wexford GAA dual player), Grainne Kenneally (Waterford GAA dual player), Sinead Cummins (Waterford camogie player) and Alice Moore (former Ireland underage soccer player and current Waterford league player). These athletes were chosen for specific reasons to help with the development of this research. For example, Moore has experience as a soccer coach and will be coaching soccer in the USA this autumn. Cummins is a secondary school student and therefore offers valuable insight into PE and peer pressure faced by girls in school. Rochford is a PE teacher at a school and thus has valuable views on this topic also. Briggs is not only the captain of the Irish rugby team but she is also a former inter-county football player at underage and adult level. Kenneally is a dual player and thus offers insight into the commitments and hardships of a female athlete despite little recognition.

Media and Sport

Margaret L. Anderson and Howard F. Taylor (2012: 42) stated that our culture is shaped and dominated by the media. This is because the mass media control the information that is available to us for consumption and thus control what information we are exposed to. This

makes the media an extremely powerful tool. Journalist Damian Lawler believes the media

For example, UMDWEG 1 17

0-2 defeat to Italy in their final group game of the European soccer championship) The

media now over the next ZHHN RU WZR ZLOO H[DPLQH HYHU\ DUHD RI

RQ IRU D UHYLHZ RI ,ULVK IRUWEDAD Challenge Troika, OO SXW

So even though Trautoni has a two year deal that brings us up to the next World Cup the

media will play an awful important part in whether he sees that contract through (Appendix

E). -RXUQDOLVW -LP 2 16XOOLYDQ DJUHHV ZLWK /DZOHU 1 V

VRFLHW\ VWDWLQJ WKDW 37KH PHGLD VHLQJ people to D PHD

XQGHUVWDQG WKH QHZV 3HRSOH GHSHQG RQ PHGLD I

(Appendix G). It is clear from these arguments that the mass media has a huge impact in

GHYHORSLOJ SHRSOH 1 V YDOXHV DWWLWXGHV DQG RSLQL

Jon M. Shepard states that sport as a social institution teaches some of the basic values of society (2010: 461). According to Shepard sport helps individuals identify with other members of society and helps people connect through a sense of fraternity around team

DQG LQGLYLGXDO VSRUWV 6KHSKDUG VWDWHV 36SRUW

(2010: 461) /DZOHU KLJKOLJKWV WKH LPSRUWDQW UROH VSRU

everywhere in Ireland. People are struggling to pay their mortgages. Every time we turn on

the radio all you hear is Troika, recession, unemployment. So what did sport do over the past

few weeks? It gave the whole country a lift and it put Ireland out there in a different light and

, GRQ 1 WVKLQ VXRSSRUWHUV ZHUH VLQJLQJ DERXW 17

VRFFHU WHDP , WKLQN WKHUH LV PRUH UHVLOLHQFH RI

WKURXJK WKLW DQ WKH 1 OO JHW EDFN VWUHQHU VR , V

Irish life ' (Appendix E) From this, it is the thesis V YLHZ WKDW VSRUW SOD\V

society and one which has the capability of drawing people together through its ability to entertain and delight.

Content Analysis Findings:

Despite the clear importance of sport in society, the mass media does not equally represent its coverage of female sports. This study examined the newspaper coverage of five national newspapers for three days each week over a two month period. The news days examined were Fridays, Saturdays and Mondays as these are the busiest days for sports news. This phase began in January 2012 and concluded in March 2012. The eight week period chosen ensured there was an equal amount of male and female sports taking place at the same time thus ensuring a fair comparison could be made by studying the newspaper coverage. The selection of the five newspapers was also done in respect to ensuring validity of the research. Three broadsheets and two tabloids were chosen. The two tabloids both differ from each other. The Irish Daily Mail and The Irish Daily Star. The three broadsheets also differed in their styles and demographic audience. The Irish Times, The Irish Independent and The Irish Examiner. The study examined the newspaper coverage of male and female sports over an eight week period between January and March found the following:

The Irish Daily Star had seventeen articles about women in their sports pages out of a total of 1,322. Of these seventeen articles, nine were about camogie, nine were about soccer, and one was about football. The Irish Daily Mail had three articles about women in their sports pages out of a total of 1,322. Of these three articles, two were about camogie, one was about soccer, and one was about football. The Irish Independent had five articles about women in their sports pages out of a total of 1,322. Of these five articles, three were about camogie, two were about soccer, and one was about football. The Irish Examiner had seven articles about women in their sports pages out of a total of 1,322. Of these seven articles, four were about camogie, three were about soccer, and one was about football. The Irish Times had nine articles about women in their sports pages out of a total of 1,322. Of these nine articles, five were about camogie, four were about soccer, and one was about football. The total number of articles about women in sports was 1.2%.

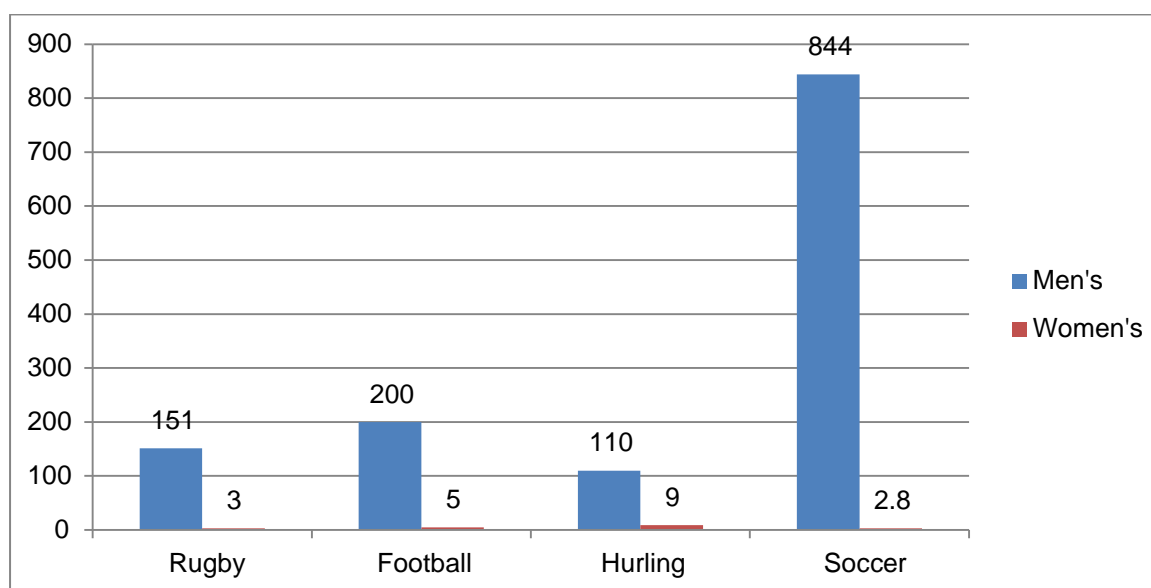


Figure 4.1: No. of The Irish Daily Star articles per sport

The Irish Daily Mail had zero articles about these selected female sports during this period. The Irish Independent gave seventeen articles over the eight week period to these female counterparts.

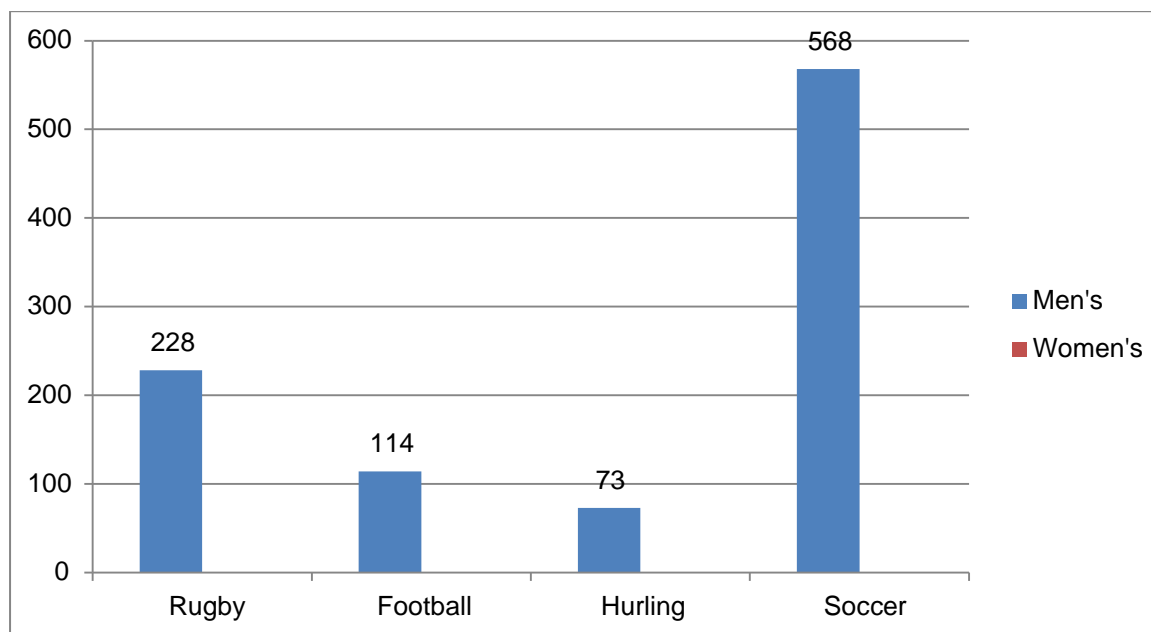


Figure 4.2: No. of The Irish Daily Mail articles per sport

The Irish Independent dedicated 2% of its coverage to these female sports. Camogie received 5% of the newspaper's coverage to hurling. Ladies football fared less well off only 1% of the newspaper's coverage to rugby. The Irish Independent gave seventeen articles over the eight week period to these female counterparts.

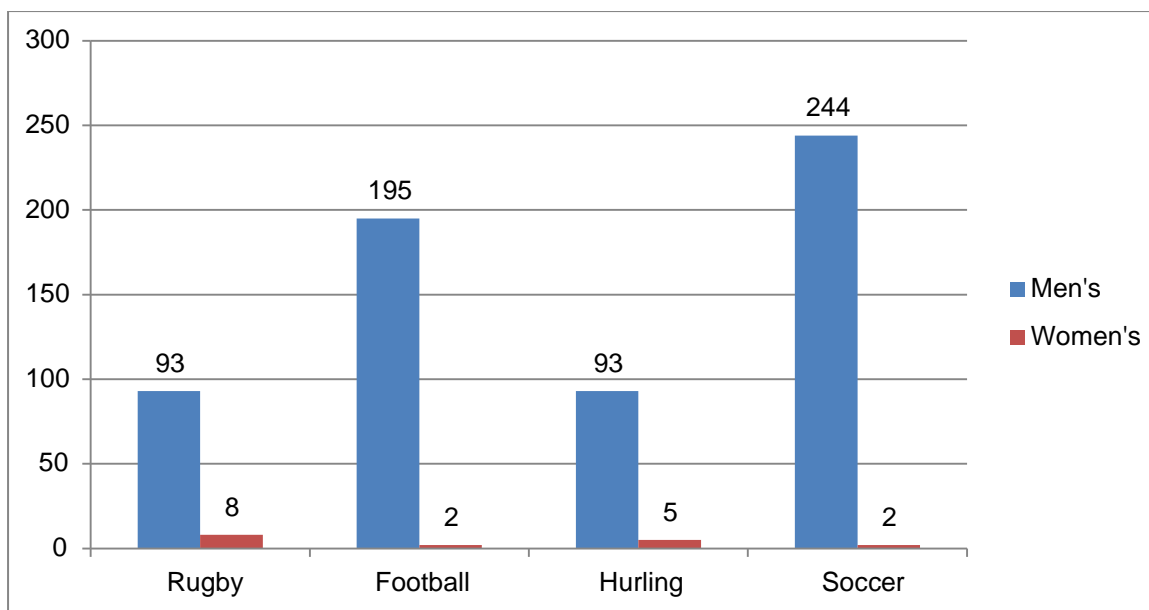


Figure 4.3: No. of The Irish Independent articles per sport

Again The Irish Times dedicated seventeen articles to female sports out of a total of 689 articles. Again camogie fared best getting three of the thirty articles given to hurling or 4.76% of the coverage. Soccer fared worst receiving only one mention out of 248 articles dedicated to the sport. Rugby fared high with the most articles, ten out of 235 or 4.25%. Ladies football got 2% of the coverage. Overall the Irish Times coverage of these sports against their male counterparts was 2.4%.

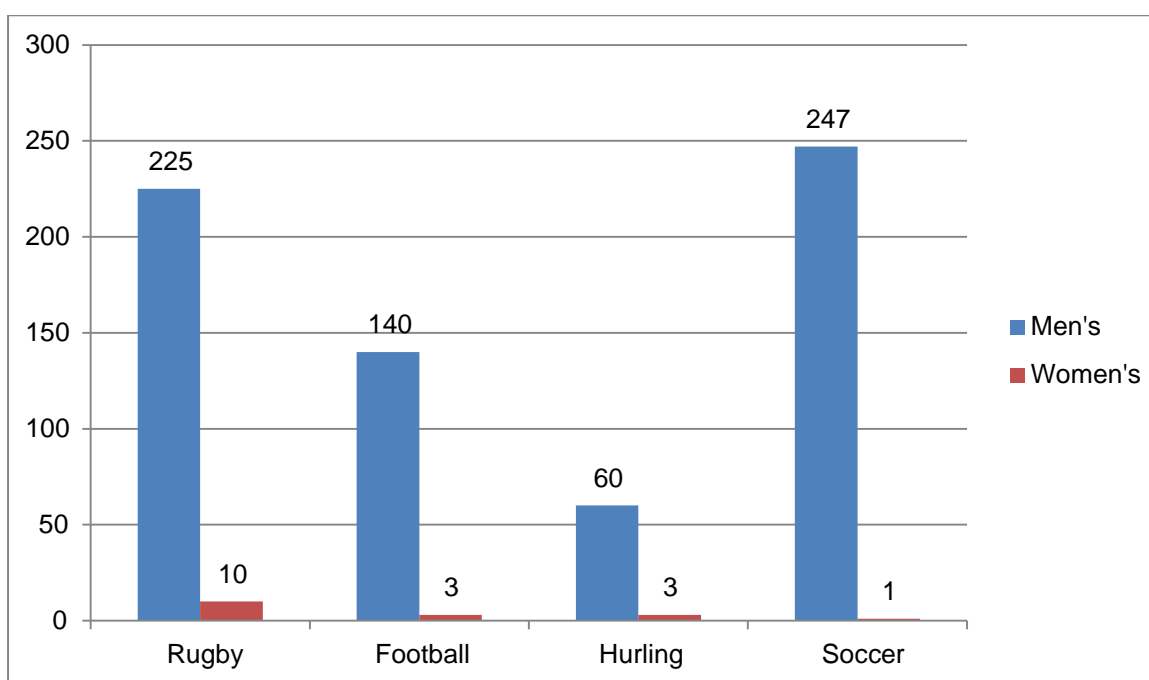


Figure 4.4: No. of The Irish Times articles per sport

The Irish Examiner wrote twentythree articles out of 1,082 about women. This gives them 2.12% of the coverage. Soccer again fared poorly (two out of 460) recording under 1% of the coverage again (0.43%). Rugby got 2.5% of the coverage with seven articles out of the 276. Ladies football got four articles out of 182 but again camogie received the most coverage with ten articles out of 164 which gave it 6% of the coverage.

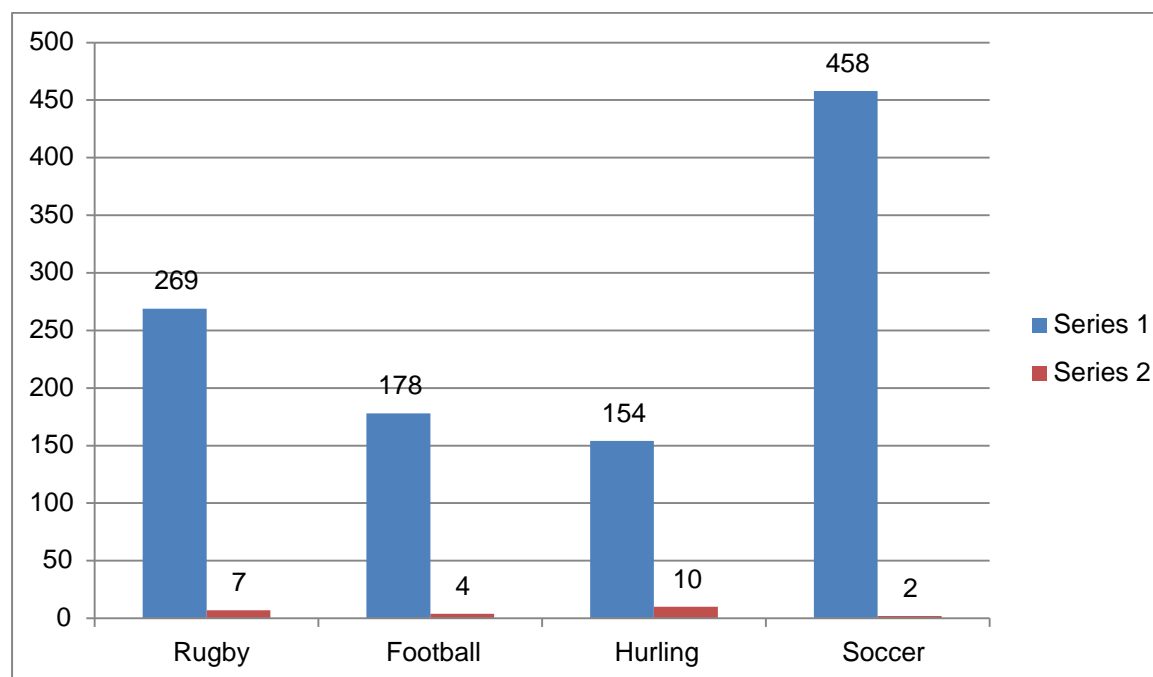


Figure 4.5: No. of The Irish Examiner articles per sport

Overall the total amount of coverage dedicated to these selected sports between WKH ILYH QHZVSDSHUV RYHU WKH HLJKW ZHHN SHULRG Z six articles written about them out of the 4,759 articles dedicated to their male counterparts. Camogie fared best with twentythree articles out of 533 giving it 4.3% of the coverage given to hurling Soccer fared worst with only four UWLFOHV GHVSLWH EHLQJ Z soccer. Ladies football and rugby both received 2% of their respective coverage. These ILQGLQJV WLH LQ ZLWK 0LNDHOD - 'XIXUJ DVVHUWLRQ noted for their invisibility(2006: 394)

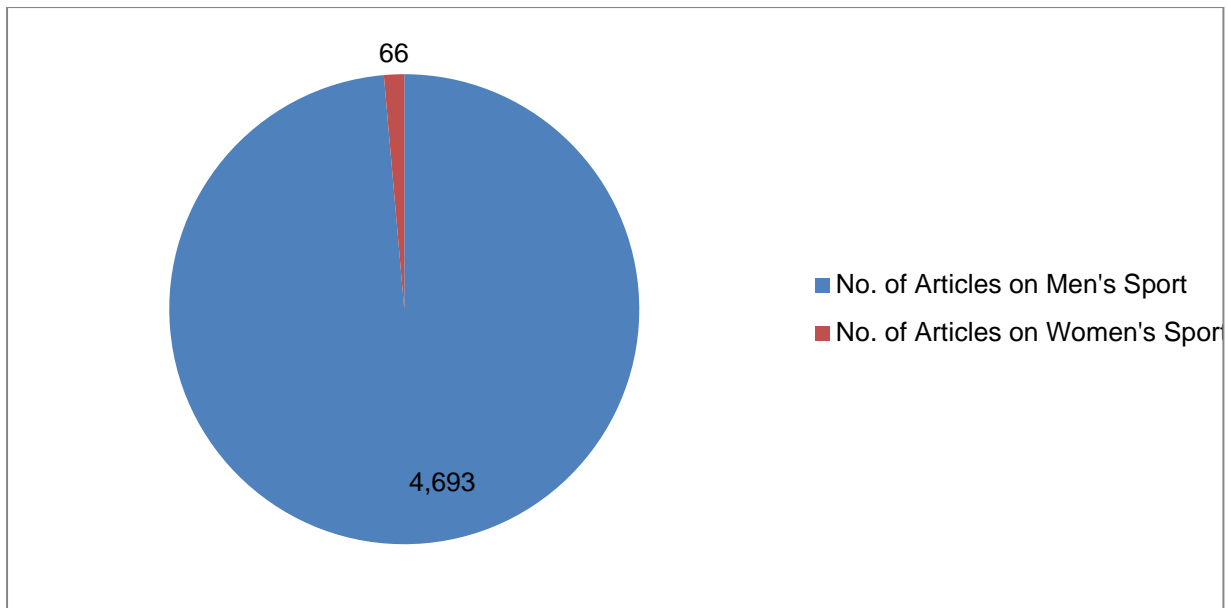


Figure 4.6: No. of overall articles per gender

Female sports were also far outnumbered in the national newspapers when it came to photographs. Overall there were 22 photographs of female sports in the five national newspapers studied during the eight week period studied. This was in comparison to 5,720 photographs of male sports during the same period. This means photographs of women in the sports section translates at just 0.3% overall photographs. Of the four female sports examined in this research, camogie again received the highest coverage in this area with 7 photographs. This is in comparison to 1 photograph for netball, 1 for basketball and 1 for soccer. The low number of photographs of female sports in photographs further reinforces the isolation of women from the sports pages. Obviously photographs are far more visible and attention grabbing than articles and thus the absence of women in this vital and influential method of journalism further ostracises female sports and propels men further ahead as natural sport athletes.

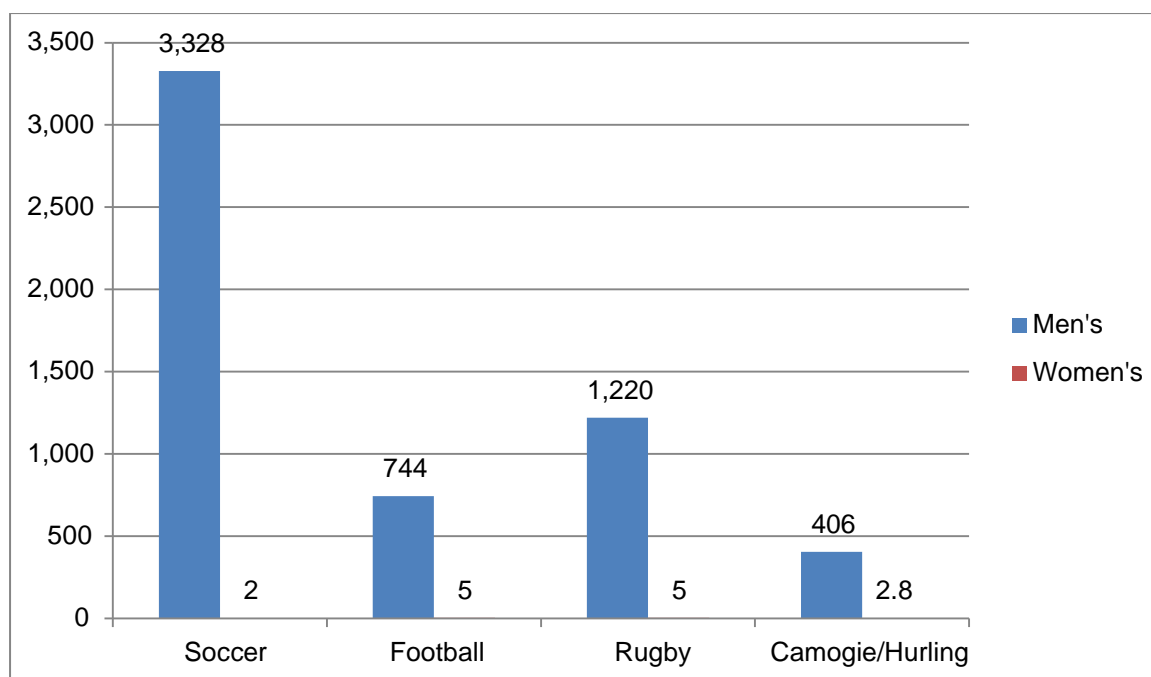


Figure 4.7: No. of photographs per sport

Content Analysis at a closer look:

7 R IXUWKHU KLJKOLJKW WKH GLIIHUPISDFUHLQ WFR YPHUDJH VRS
thesisdecided to examine the days in which the chosen sports received their highest amount
RI FRYHUDJH DQG DJDLQ FRPSDUH LW this would be FRYHUDJ
following.

Camogie received its highest amount of coverage on Monday, March 2012, when there was
six articles out of twenty-seven dedicated to it. These six articles were in The Irish Daily
Star (two), The Irish Independent (two), The Irish Times (one) and The Irish Examiner (one).
These articles were covering the All-Ireland club finals which had taken place that weekend.
Oulart de Ballaigh of Wexford won the senior title and Eoghan Rua of Derry won the
intermediate title.

7 KH , ULVK ' Two Articles Were Located in their GAA page ' 70 Minutes'
They were located on the last page of the - RUKW DORQJ ZLWK WKH PHQ V
OHDJXH WDEOHV DQG WKH PHQ V QDWLRQ Dec 1st 2011
reports. One was three paragraphs long. The other was five. Both had headlines but no picture
accompanied them. However in the main sports section there picture of the Oulart the
Ballaigh team with the cup. The picture was located on the page of the sports section
accompanied by a roundup of all the local GAA results from around the country and horse

racing, show jumping and greyhound results. The Irish Daily Star that Monday there were four articles about hurling that averaged 10.25 paragraphs. The two camogie articles averaged four paragraphs.

The Irish Independent summarised the two matches in four paragraphs. The article was located on page nine of the fourteen page sports section and six pages in after the start of the GAA coverage. Included on the page was a Voulfoolball match report. There were eleven articles about hurling in the Irish Examiner which averaged at ten paragraphs per article compared to the four paragraphs dedicated to camogie.

The Irish Independent had two articles. The match report on Oulart was eight paragraphs long and included a picture of Unaely lifting the cup. The match report on Eoghan Rua was five paragraphs long and did not include a picture. These articles were not located alongside the hurling coverage. The Irish Independent had five articles about hurling on page nine which averaged 9.4 paragraphs in length in comparison to the 6.5 paragraphs given to camogie.

The Irish Times had twelve pages of sport on this particular Monday. The GAA coverage started on page eight and this is where the camogie coverage was located. The Irish Times summarised both camogie games in one article which was six paragraphs long. The Irish Times had four articles about hurling which were 5.5 paragraphs in length.

The Irish Daily Mail did not cover the All Ireland club camogie finals. However they did have three articles on hurling which averaged 11.6 paragraphs long.

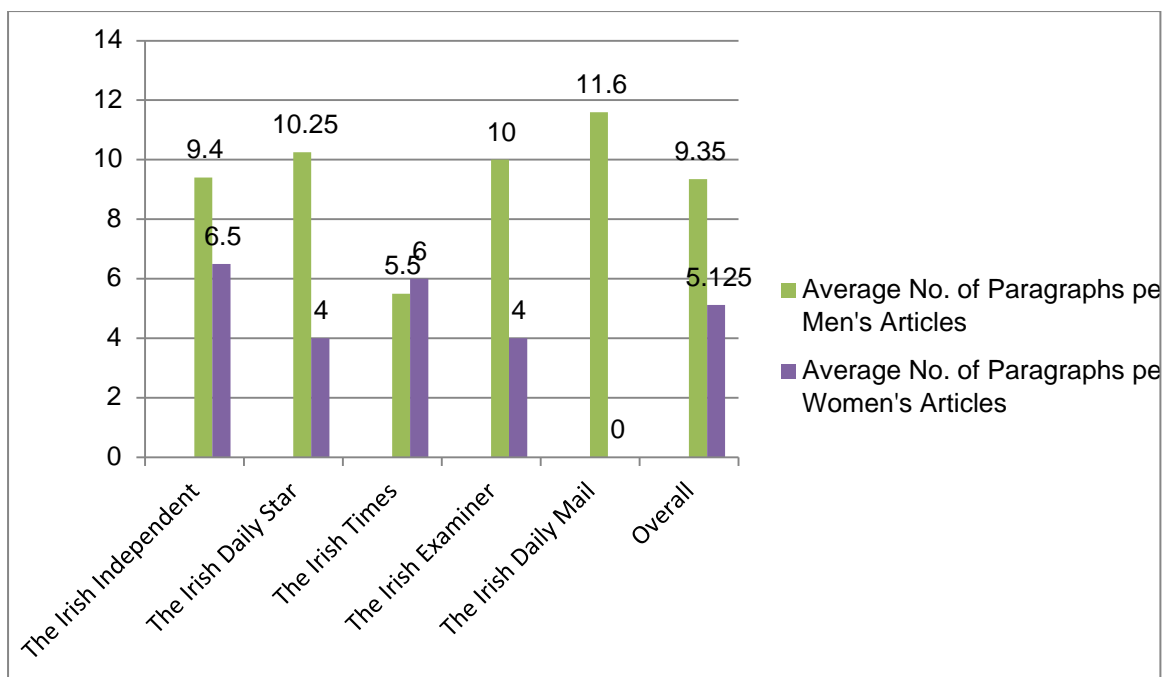


Figure 4.8 Average no. of paragraphs per article on camogie versus hurling.

Soccer received its highest day of coverage on Saturday, February 21, 2012, where it had one article in The Irish Independent. This day counts as the sport's highest coverage because the article in question was six paragraphs long. The article reported on the FAI Schools Senior Girls Leinster Cup final between Eureka Kells and Alexandra College. After the game ended 2-2 after extra time, Eureka Kells won the game on penalties. This article was located on page fifteen of twenty, which had eleven articles that day. These eleven articles averaged 13.8 paragraphs each. Alongside other sports such as racing, boxing, tennis, cricket, coursing and golf.

The Irish Daily Mail had nine articles averaging 10.4 paragraphs. The Irish Times had eight articles averaging 12.8 paragraphs. The Irish Daily Star had thirty-seven articles averaging 15.7 paragraphs. The Irish Examiner had eleven articles averaging 13.8 paragraphs.

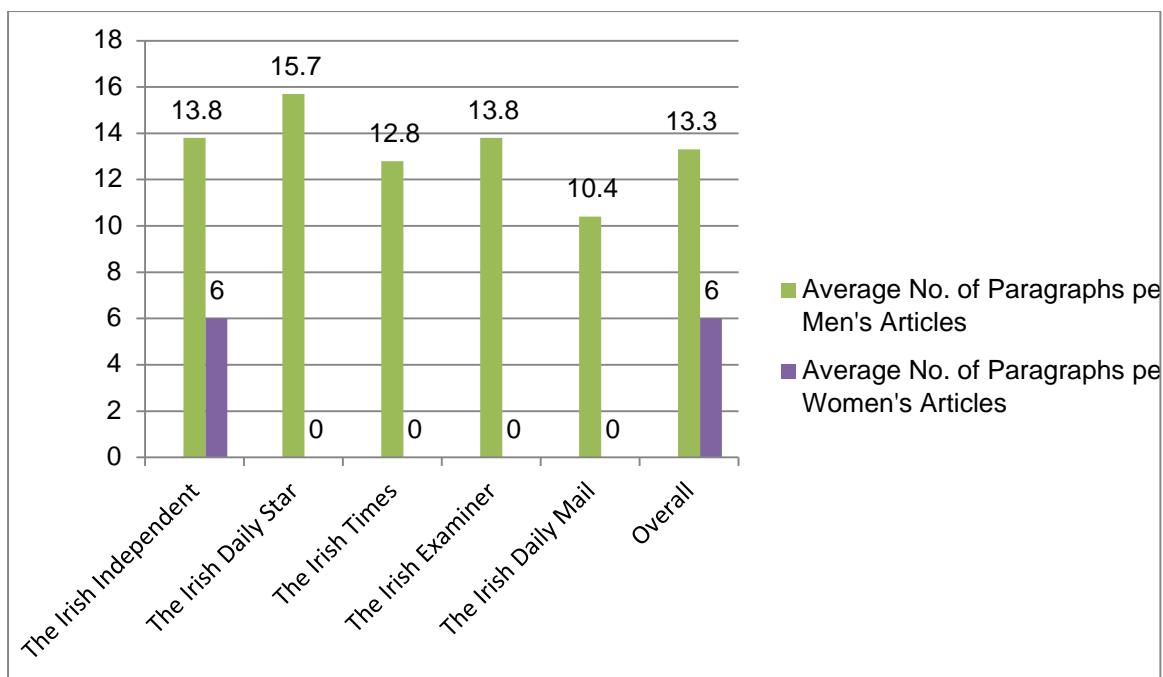


Figure 4.9: Average number of paragraphs per article for men's and women's rugby across six Irish media outlets.

Rugby received its highest amount of coverage on Saturday, 25 February 2012. It received four articles out of seventy-six articles dedicated to rugby.

The Irish Independent published an article on the Six Nations game between Ireland and Italy on Saturday, 25 February 2012. The article was thirteen paragraphs long and was accompanied with a picture and a headline. It was placed alongside the match report of the game, also from the night before. The Irish Daily Star published an article on the Six Nations game between Ireland and Italy on Saturday, 25 February 2012. This article was five paragraphs long with a headline but no picture. Again it was located along with the match report and also match reports from the Pro12 league. The Irish Times published an article on the Six Nations game between Ireland and Italy from the night before. This article was eleven paragraphs long. There was a headline but no picture. It was included on page four of the twenty-six pages of sport but importantly it was also located on page four of eight pages of rugby coverage. The fourteen articles on the men averaged 13.8 paragraphs.

The Irish Daily Star published an article on the Six Nations game between Ireland and Italy on Saturday, 25 February 2012. This article was five paragraphs long with a headline but no picture. Again it was located along with the match report and also match reports from the Pro12 league. The Irish Daily Star published an article on the Six Nations game between Ireland and Italy on Saturday, 25 February 2012. This article was five paragraphs long with a headline but no picture. Again it was located along with the match report and also match reports from the Pro12 league. The Irish Daily Star published an article on the Six Nations game between Ireland and Italy on Saturday, 25 February 2012. This article was five paragraphs long with a headline but no picture. Again it was located along with the match report and also match reports from the Pro12 league.

The Irish Times published an article on the Six Nations game between Ireland and Italy from the night before. This article was eleven paragraphs long. There was a headline but no picture. It was included on page four of the twenty-six pages of sport but importantly it was also located on page four of eight pages of rugby coverage.

sports section which was also the last page of rugby coverage. It was included again alongside the u20s and Pro12 league match reports. The Irish Times carried twelve articles

DERXW PHQ¶V UXJE\ ZKLFK DYHUDJHG DW SDUDJUDSK

The Irish ExaminerD JDLQ FDUULHG DQ DUWLFOH DERXW WKH Z Nations. The article had a headline and was ten paragraphs long. No picture accompanied it. The article was located in the middle of the rugby coverage; page five of nine; and was alongside the u20s and the P12 Leaguematch reports. OverallThe Irish Examiner carried nineteen articles on rugby. Eighteen of these were on men. These eighteen articles averaged 10.8 paragraphs long.

The Irish Daily MailK DG QR DUWLFOHV DERXW ZRPHQ¶V UXJE\ rugby which averaged 12.1 paragraphs.

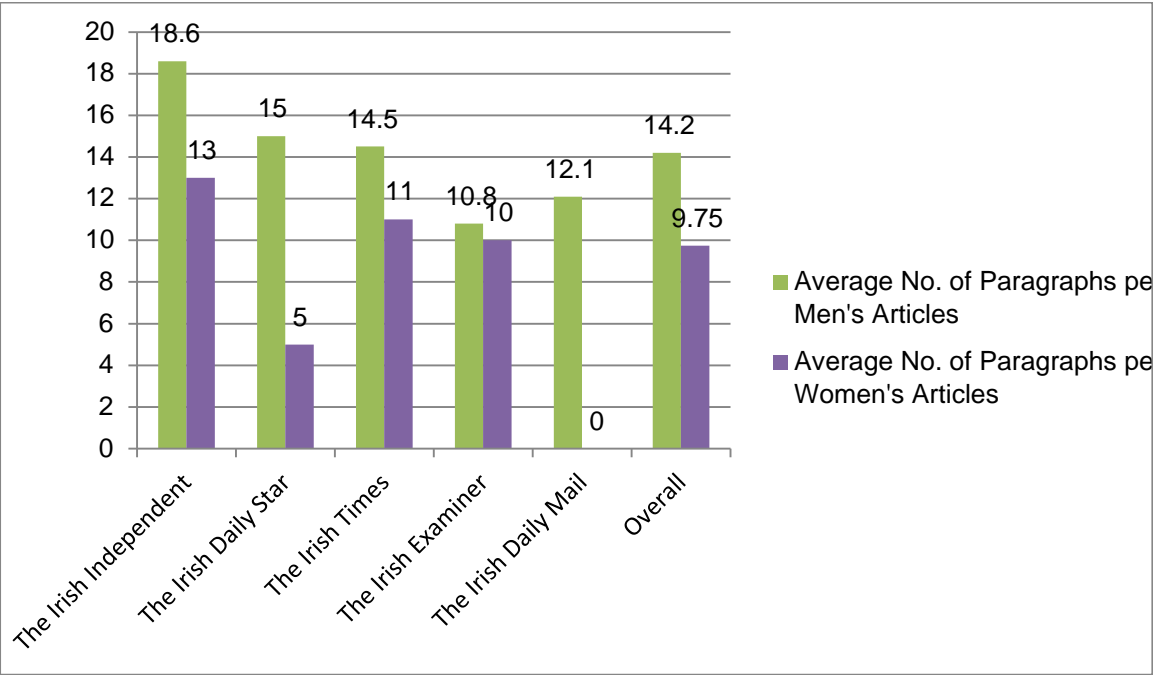


Figure 4.10 \$YHUDJH QR RI SDUDJUDSKV SHU DUWLFOH RQ PH

Ladies football received its highest amount of coverage in any given day on Monday, February 2012. On this day there were three articles about ladies football between the five newspapers studied.

The Irish Daily Mail and The Irish Times did not carry any articles about ladies football. The Irish Daily MailK DG QLQH DUWLFOHV RQ PHQ¶V IRRWE

paragraphs longThe Irish Timeshad five articles onP H Q ¶ V I R R W E D O O 7 K H V H D paragraphs in length.

The Irish Independenthad one article on ladies football in its twenty-eight pages of sport. This article was located on page twenty [D Q G Q R W Z L W K W K H F R Y H U football. It was instead located with the GAA scoreboard results of all the county by county club action over the weekend and also with the local rugby and greyhound roundups. The article was a roundup of all the matches in the first, second, and third divisionover t weekend. A headline was included but no picture accompanied the piece. The article was eight paragraphs longThe Irish IndependentK D G W Z H O Y H D U W L F O H V R Q P H C averaged at fourteen paragraphs.

The Irish Examineralso carried one article on ladies football which summarised action from games in Division One andtwo of the league. No headline or picture accompanied this article which was nine paragraphs long. Again this article was not located alongside the coverageR I W K H P H Q ¶ V I R R W E D O O 7 K H P H Q ¶ V I R R W E D O O Z coverage. The ladies was included on the second last page at the back of the sports coverage alongside the soccer league tables from all over Europe as well as an article on group action from the European leagues over the weekend. Also on the page were pieces on athletics, tennis, golf and sailingThe Irish ExaminerK D G H O H Y H Q D U W L F O H V R Q These averaged at 16.6 paragraphs in length.

The Irish Daily Staralso summarised the action from the ladies football league in one article. This article covered the action from four divisions and also had a headline and a picture. This article was nine paragraphs long and was included alongside the picture of re) H U P D Q D J K D Q G V I S I O N R E G R U P P H Q ¶ V P D W F K Z K L F K Z D V D O V R C Overall The Irish Daily Star K D G V L [D U W L F O H V R Q P H Q ¶ V I R R W E D paragraphs in length.

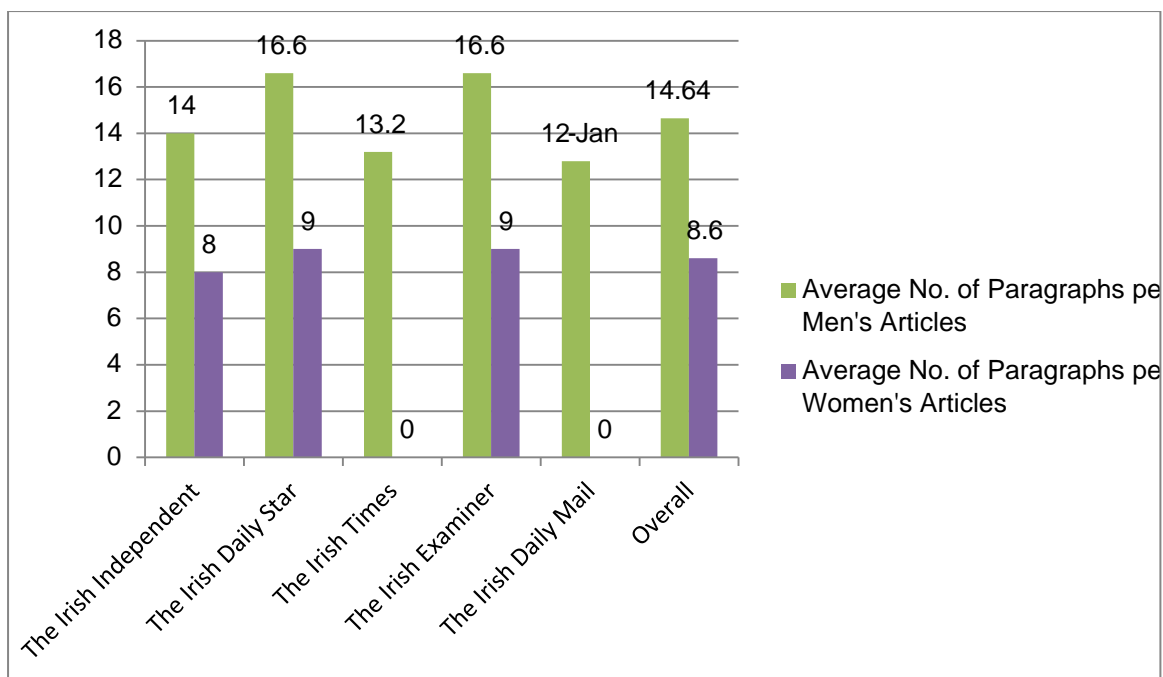


Figure 4.11: Average No. of Paragraphs per Article for Men's and Women's Sports in Irish Newspapers

Overall the articles on male sport were longer than the articles on female sport. The average number of paragraphs per article for men's sports was 14.64, while for women's sports it was 8.6. This difference was consistent across all five newspapers analyzed. For example, in *The Irish Independent*, men's articles averaged 14 paragraphs while women's averaged 8. In *The Irish Daily Star*, the difference was even more pronounced, with men's articles averaging 16.6 paragraphs and women's averaging 9. *The Irish Times* and *The Irish Examiner* both showed a similar trend, with men's articles being significantly longer. *The Irish Daily Mail* had no women's articles in the sample, which is why the value is 0. Overall, the data shows that men's sports receive more extensive coverage in terms of paragraph length compared to women's sports in these Irish newspapers.

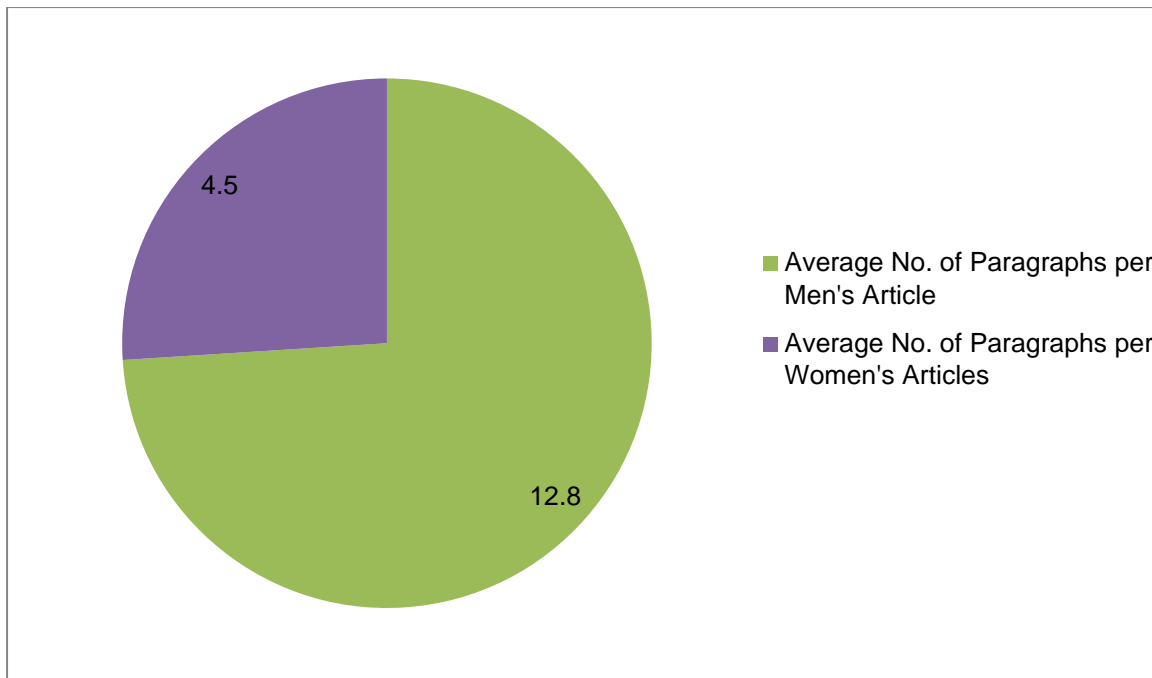


Figure 4.12 Average no. of paragraphs per article on Irish Daily Mirror

The Language of Sport

There is no real difference in language. Women are not sexualised, mocked or patronised.

7KH GLIIHUHQFH ERLOV GRZQ WR WKH OHQJWK RI DUWLFOH therefore much less detailed. Sports writing often exhibits some of the creative and LPDJLQDWLYH ZULWLQJ DURXQG EXW EHFDXVH ZRPHQ¶V basic facts are given and that is all. Obviously this thesis did not have time to summarise the ODQJXDJH RI WKH DUWLFOH WR ERWK PHQ¶V IDRGEDZ during the eight week period examined during the content analysis research. However this thesis did feel it was necessary to briefly touch this area and highlight the difference nonetheless. This thesis felt from its LJ KW ZHHN VWXG\ RI PHQ¶V DQG ZR QDWLRQDO QHZVSDSHUV WKDW DOO DUWLFOHV RQ ZRPHQ DQG GHVFULSWLRQ DQG YLFH YHUVD ZLWK PHQ¶V 7KHUI ZRPHQ¶V VSHFWRP¶V VSRUW WR DFW DV D UHSUHVH each gender. The articles and sport were picked at random. The newspaper is Irish Daily 6 W Monday edition on 5 March 2012. The sports are camogie and hurling.

The All-Ireland senior club camogie game between Oulart de Bally and Drom & Inch was summed up in three paragraphs. The first paragraph described who won. The

of mass media (2002: 93). In her own research Elizabeth Beggs (2007: 25) asked how female athletes react to the various media representations of female sport. Following the conclusion of her research, Beggs (2007: 25) stated that female athletes were rarely questioned on their views and opinions of current coverage of female sport in the national print media.

Alice Moore, a former Irish soccer international, sees no reason why female sports fans should read the sports pages every day and says she was nothing about it in the 1980s. Yet you have newspapers like the Evening Herald covering things like u-12 schoolboys soccer (Appendix B). This lack of representation in the media at the expense of substantial male coverage especially for events such as schoolboys soccer, significantly reinforce the stereotype that recreational sport is trivial for girls and something their brothers are supposed to do (Connor, 2003). Grainne Kaneally, Waterford GAA dual player, says if you are going to go to the sports sections of a newspaper, they are aiming for the male but as many females read the sports sections as male so they should be coming whereas fellas would get full sports sections dedicated to them. Even the third division fellas get more to what the senior girls would get (Appendix H). It seems a major problem regarding what goes into the sports section of a newspaper is that the media is responding to cultural stereotypes. The world of sport has traditionally been a male terrain (Etue & Williams, 1996: 192). Women in sport are not consistent with what culture deems to be womanhood (Kane & Lenskyj, 1998: 87).

Niamh Briggs, Irish rugby captain, agrees that the lack of coverage is frustrating especially when she believes the

the LV D SXEOLF DSSHWLWH IRU PRUH FI
\RX PHHW SHRSOH LQ ZRUN RU RQ WKH VWUHHW RU ZKDW
I see you wonD JDPH¶ EHFDXVHlineaskthelrishIndependenWThe
Timesor something the day after you play and you know they are genuinely supportive of
you and you know, say if I know your sisters playing like I genuinely look at the paper to see
how she got on. I think a lot of SHRSOH JHW YHU\ IUXVWmoDownOr ZKHQ V

low level of sporting competence in the attitudes of young girls (Ari2006: 1). The literature review specifically noted an absence of female role models shown through media outlets and a low participation rate of young girls in physical education due to cultural norms espoused by media outlets. These statements were reinforced through detailed interviews with female athletes.

Participant 1 (KHQ DVNHG DERXW KDYLQJ DQ\ IHPDOH UROH PRGHOV GLGQ\W KDYH DQ\ IHPDOH UROH PRGHOV SOD\LQJ VRFFH couldn't W KDYH QDPHG RQH IHPDOH VRFFHU SOD\HU RU HY (QJOLVK 3UHPLHU /HDJXH , QHYHU VDZ DQ\ IHPDOH SO SOD\LQJ , MXVW ZDWFKHG WKH PHQ\ VRFFHU in QVWHDG to take up sports in the first place. It was just something I liked so I took it upon myself to get started. I suppose it would have been nice to have had someone to look up to. My favourite player was Steven Gerard but I suppose I never really wanted to like him because he was a PDQ ' \$SSHOOD, who played u12 and u14 soccer with the local boys team, also VWDWHG ³, ZDV WRUWXUHG ZLWK QDPHV OLNH WRPER\ player on her team) used to kill me by picking on me. He would have me in bits some days. My father caught him up by the throat more times (Appendix B) 7KLV UHIOHFWV /DZ view that women who participate in contact sports are vulnerable to labels such as butch etc. In this case Moore suffered thV DEXVH IURP KHU RZQ WHDPPDWH 5RF having any female role models growing up and states she was definitely more influence PHQ ZKHQ LW FDPH WR VSRUW 6KH VWDWHV ³6W \$QQH hurling and football county titles in 2000) was huge for me. I was eleven. I would have been in fifth or sixth class. I absolutely idolised so many of those men as I knew them and they were neighbours of mine (Appendix C) Similarly she recalls how the Wexford hurlers winning the All-Ireland, UHODQG LQ IRXU \HDUV SUHYLRXV DOVR LQ μ , ZRXOG KDYH EHHQ VHYHUHOOD that also being a Wexford, ZDV L a hurling All-Ireland, UHODQG , UHPHEHU ZKHQ ZH JRW RXU KXUOV time I got a hurl and we (her brothers) were so excited and we just went out purely from watching the men on telly (Appendix C). 5RFKIRUG DQG ORRUH\ UHOLDQ VSRUWLQJ UROH PRGHOV UHIOHFWV \$ULHQW\ YLHZ WKD group of female role models to look up to and aspire to because there are very few female athletes displayed in the media. This lack of visibility of female athletes in the media has clear repercussions and consequences. It reinforces the notion that sports are only for men

DQG FRQWULEXWHV WR -ZKDW O'DZJHUI FZRODZJMHF³ GSIRUV
 is further evident when the female athletes interviewed talk about their experiences during PE
 class in secondary school.

&XPPLQV LV FXUUHQWO\ D VWXGHW DW 6W 'HFODQ
 Co. Waterford. She will be entering her Levee Cert year this coming September Cummins
 reveals that although she attends a mixed school the PE classes are now segregated regarding
 gender. Cummins reveal the split is down to both the overly competitive nature of the boys
 and the lack of interest generated by the majority of the girls toward sport and exercise. She
 FLWHV DQ H[DPSOH RI WKH ODFN RI LQWHUHVW VKRZQ E
 teacher) goes what ye want to do? Do ye want to go up to the pitch and have loads of games?
 Do ye want to go to the gym? Or do ye want to go for a walk? And they (the girls) all chose
 WR JR IRU D ZDON ,W V OLNH WKH\ FDGH ZKDW KSHR
 feel like a dope when they are running around. They care what the fellas (Appendix
 D). 7KLV UHIOHFWV \$ULHQW V YLHZ WKDW IHPDOHV ZLWKG
 Girls feel uncomfortable about playing sports with boys who they see as naturally superior
 and so instead opt to not play sports at all. Rochie a PE teacher at an girls school, Ard
 Scoil na Deise, in Dungarvan, Co. Waterford states that while every class is different
 ZKHQ LW FRPHV WR 3(WKH PDM (Appendix C) I 6KH OWD VDUH WKH
 MXVW GRQ W ZidQAMything that involves working up a sweat is out of the
 question with them (Appendix C) 5RFKIRUG QRWHV WKH GURS RII LQ L
 fourteen or fifteen (Appendix C) 6KH VD\ 37KH\ UH YHU\ LQIOXHQH
 suppose the only thing that influences them the most seems to be the ones who have no
 interest. Some of them are study motivated. Others are motivated by fellas. I suppose some of
 WKHP OLNH WR SOD\ WKH JLUO\ JLUO NLQG RI DQ WKLQJ
 KDQJ DURXQG WRZQ LI WKH\ KDYH WR JR WUDLQLQJ DW
 out if there not home from training V LOO QLQH R F (Appendix E) U KDOI QLQH

Kenneally believes young girls give up sports more often than boys because of the
 SHUFHSWLRQ WKDW VSRUW LV IRU ER\ DQG QRW IRU J
 SHUVRQD WKDW FRPHV ZLWK SOD\LQJ ZRPHQ VSRUWV)R
 :KHUHDV JLUO LW V H[SHFW make up and things like that and think
 WKDW V SUREDEO\ WKH SXEOLF SHUVSHFWLYH RQ JLUOV
 ZKDW LW LV IRU IHOODV ZKR SOD\ VSRUW ,I VRPHRQH V
 do whereas with girls think the cool thing to do is to be into fashion and makeup

(Appendix H) 7 K L V U H I O H F W V 6 H D Q & R Q Q R U ¶ V V W D W H P H Q W W H
influence of significant others and the socialisation process all affect the participation rates of
women in sport. This also shows the cultural influences which promote a gender divide in
sport. Boys use competence in sport as a vehicle for social success whereas girls focus on
cultivating an attractive appearance (Bertozzi, 2010: 449). Briggs believes PE in schools
is failing to get young girls involved in sports. She recalls from her own days in school that
Z K H Q L W F D P H W R 3 (F O D V V ³ \ R X S L F N H G I U R P H L W K H U K
like either you went to study hall and did your homework' (Appendix A) 6 K H V D \ V ³, G R
W K L Q N W K D W Z K H Q J L U O V J R I U R P S U L P D U \ I V F K R R O W R V
R I I U L H Q G U H D Q G W K H U \ W R I L Q G W K H L U I H H W L Q V H F R Q G D U
G R Q ¶ W S O D \ Q S W U H D Q G W K H U \ W R I L Q G W K H L U I H H W L Q V H F R Q G D U
who were not going to play sport (Appendix A). She also
highlights the difference between who boys and girls chose to idolise; I \ R X J R D Q G V S H D
young boys that are playing as and as they love Ken McGrath and Tony Browne and Dan
Shanahan D Q % X W L I \ R X D V N D \ R X Q J J L U O D W H L J K W R U Q L Q H
I H P D O H U R O H P R G H O W K D W S O D \ V' (Appendix A). This can be
seen as a product of gender stereotyping from an early stage where boys receive
toys and presents from their parents appropriate to their gender (Connor, 2003: 61).

Rochford attended an girls school in Wexford where she states interest and
participation in PE gradually declined over the duration of her SH D U V W K H U H ³ / H D Y L
L W N L Q G R I D O O I H O O D S D U W U H D O O \ E H F D X V H W K H U H
remember loads of times we had only seven or eight of us doing it which was alright too
because at least that seven or eight had interests but at the same time there is very little you
can do with seven or eight in PE class' (Appendix C) Briggs parallels this by recalling
winning an All-Ireland football title with Waterford-14s and how only six or seven of that
panel were still playing Q J I R R W E D O O I R X U \ H D U V O D W H U ³ 7 K H U H V W
(Appendix A). Rochford revealed how rugby, soccer, football or camogie were not played or
S R S X O D U D W K H U V H F R Q G D U \ V F K R R O 6 K H V D \ V. ³, S O D \
7 K H U H ¶ G E H D O R Q J W U D G L W L R Q R I K R F N H \ L Q V F K R R O
hockey and basketball, basically so the teachers could see us for teams and (Appendix
C). The distinction in which sports were acceptable at school and which were not is obvious
W R 5 R F K I R U G ³, V X S S R V H K X U O L Q J D Q G I R R W E D O O L Q V
W X P E O H N L Q G R I D V S R U W Z K H U H D V K R F N H \ \ R X N Q R Z . D
of a law-deedaw sport. So that kind of would have definitely influenced because the

school was all girls and it was like a convent and you now they prided themselves on E U L Q J L Q J O D G L H (Appendix C) This reflects the cultural views that sport is masculine and therefore inappropriate for women. Hence women are limited in their participation in sport by socially accepted norms (Connor, 2003: 55). Interestingly some of the athletes hold stereotypical views of some sports also. Cummins revealed that she was asked to play rugby but turned the down (Appendix D) She also stated she would rather date a hurler than a hockey player because a P D Q S O D \ L Q J K R F N H \ L V 3 D O L W W O H E L W J D \ ' D Q G W K D (Appendix D) Rochford D O V R D G P L W W H G W K D W V K H W K R X J K W L W K R F N H \ D Q G W K D W V K H 3 Z R X O G Q \ W K D (Appendix C) She U H F D O O H G S O D \ L Q J 3 V R F L D O ' J D S C H O L A R T H E R F O R T H E S O D D L Q V W \ H D U D Q G H W K D W H 3 W D V L F D O O \ K X U O H U V S O D \ L Q J K R F N H \ V really play hockey' (Appendix C) That athletes who partake in traditionally masculine sports can hold negative perceptions about men who play traditionally feminine sports. This highlights the power of the media. It is clear from this that media is a powerful representation of gender identities.

Conclusion

This chapter highlighted the extent of the national print media's coverage of sport. It detailed the vast difference not only between the amount of articles and photographs dedicated to women in comparison to men but also the difference in length and location of articles in the sports section. These content analysis results proved the negative bias shown by media towards female sport. In the final section the reader received the views of current female athletes on the coverage given to female sport. In context with the thesis literature view the effect this low coverage is having on female participation in physical education was discussed with the athletes as was the impact of the absence of female role models in the media. Overall this chapter outlined the extent of coverage dedicated to female sport and the negative effects that it is having on female participation in sport. The next chapter is concerned with outlining why female sport receives such minimal attention from the national print media to begin with.

5. Reasons behind Media Gender Inequality

Introduction

as to why the coverage of female sport in the national print media is so low in comparison to male sport. Five journalists who work in the field were interviewed for this thesis. These were Damian Lawler (The Sunday Independent), Peter Sweeney (The Irish Daily Star), Pat Nolan (The Irish Mirror), and two from the Irish Examiner, a national GAA editor of the score.ie website. The Irish Examiner is a national GAA website. They were not selected individually for any specific reason other than the fact that they are sports journalists working in the national print media. This section helped understand the opinion the media has of itself as well as gauge insight into their views on female sports and the consequences of low media coverage on female sports. Examples of the questions range from the relationship between journalists and editors to the influence of business on reporting to their views on the current state of female sports. Following on from interviewing these journalists this thesis decided to interview representatives of the relevant sporting bodies. This is because much of what was discussed with the journalists brought up the role of PROs and the role of female sporting bodies in media coverage. However on such short notice this thesis was only able to acquire the cooperation of two sporting bodies: The Ladies Gaelic Football Association (LGFA) and their President Pat Quill and the Football Association of Ireland (FAI) and their Communications Executive Derek Kinnevey.

The Interview Process

Content analysis alone cannot serve as the basis for making statements about the low media coverage of female sports. Interviewing is a qualitative process. Interviewing involves asking people questions but David and Sutton state that listening carefully to the answers is equally important (2011: 118). The interview questions were open ended and semi structured. This is because the more unstructured the interview the greater the flow of dialogue and depth of validity each individual interview offers (David & Sutton 2011: 120). This thesis used the findings of the content analysis as well as literature review from Chapter Two to identify key themes which were explored and discussed with the interviewees during the interview process. This method helped establish confidence of knowledge and helped generate fruitful data. While this thesis focused on key themes, the interviews were kept open ended to allow the interviewees to speak freely and reveal information that may not have been covered by a rigid question format. Also the answers given in one interview helped form further questions for the next interview. The TXHVWLRQV DQG FRQYHUVDWLRQV YDULHG IURP LQWHUYIUV and opinions on the matter. Three main themes began to emerge from these interviews. These themes are: Attendance, club and business interests, and sponsorship.

Attendances:

The journalists all believed the low attendances at female sporting events were a decisive factor in the low coverage that was then dictated to these sports. Damian Lawler states: think sometimes the criteria is to judge a sporting event by the attendance or the general interest in it. For the All-Ireland ladies football final you might get 20,000 but for the ladies camogie final you might get maybe 9,000 or 10,000. Obviously if you had 40,000 or 50,000 SHRSOH DW WKRVH JDPHV , I G DV DORWKKHEDRYWKLDJH ZRORR controversy in either sport like your manager pulling out or there was a few controversies a few years ago with certain ladies footballers leaving the country WKDW I V WKH RQO\ UH D will get a bit of coverage. I think that apart from that the media will focus on attendance levels for the rest of the year (Appendix E) 7 KLV UHIOHFWV %UDG 6FKXOW numbers dictate how sports media cover and present female sports (2005: 237). Pat Nolan VW DWHVQ R W WHRQ G R RN DW LW IURP D SHUVSHFWLYH RI ZK look at it more in terms of what the public interest in the sport is. I think coverage of the sport is generally dictated by the level of public interest in it and the amount that attended the games so to take GAA as an example. Is it realistic to expect an All-Ireland camogie final to

get the coverage of an All-Ireland hurling final and the camogie has, maybe

7KH VDPH OHYHO RI LQWHUHVWV RQ D QDWLR RI ILHOG VSRUWV 7DNH WKH &RUN DQG 7e 30000 people in Pairc Caoimh. The open FROOHFWLYHO\ DWWUDFW DQ DWWHQGDQFH RI DQ\WKLQJ (Appendix F)

However while examining the busiest day of coverage given to ladies football (MRQGD\)HEUXDU\ GXULQJ the busiest day of coverage given to ladies football noted that a substantial amount of coverage which given by all five newspapers studied PHQ\ V-pro, Quidia Cup or Railway Cup as it was formerly known, despite the fact that attendances averaged at roughly 500 people per game. The Irish Daily Star had a total of VHYHQ DUWLFOHV GHGLFDWHG WR IRRWEDSOV. Two were about the Railway Cup. These two articles were thirty-three paragraphs and twelve paragraphs long respectively. This averages at 22.5 paragraphs in length. The other five articles were ten, six, nine, nine and twenty-eight paragraphs long. This averages at 12.4 paragraphs in length. Therefore despite the low attendance figures for these two football matches they still received substantial coverage, almost double in length, compared to the other football articles in the newspaper that The Irish Daily Mail had nine articles about football. Of these nine articles three were about the Railway Cup. These three articles were fifteen, seventeen and twenty-two paragraphs in length. This averages at eighteen paragraphs long in total. The other articles were eight, three, twenty, eight, nineteen and three paragraphs long, averaging out at 10.3 paragraphs in length. Again despite the low attendances, articles on the Railway Cup were 7.7 paragraphs longer on average. The Irish Times had five articles. Two were about the Railway Cup. These were twenty-one and fourteen paragraphs long averaging 17.5 paragraphs in length. The other three articles were three, twelve and sixteen paragraphs long, averaging 10.3 paragraphs in length. Here, the Railway Cup coverage was 7.2 paragraphs longer than other football news coverage. The Irish Independent had thirteen articles on football including one on ladies. Two of these articles were about the Railway Cup and were seventeen and twenty-five paragraphs long, averaging twenty-one paragraphs long in total. The eleven other articles were five, seven, twelve, nine, fourteen, twenty-five, seven, three, twenty and eight paragraphs long; averaging 12.2 paragraphs in length. This means articles on the Railway Cup were 13.8 paragraphs

longer than other football coverage that day. The Irish Examiner had twelve articles on football including one on ladies. Two of these articles were about the Railway cup and were twenty-one and seven paragraphs long, averaging fourteen paragraphs in total. The ten other articles were ten, twenty-eight, thirteen, twenty, five, three, twelve, twenty-one, eight, fourteen, sixteen and nine paragraphs in length; averaging at 15.9 paragraphs. Here the coverage of other football news was 1.9 paragraphs longer than Railway Cup coverage. Overall the eleven articles on the Railway cup averaged at 18.6 paragraphs in length compared to the 12.9 paragraphs the other fifty articles on football averaged at. This coverage came despite the Irish Daily Star saying in their thirty-three paragraph long match UHSRUW RQ-16 XQ-1 V WZHUQVRYHU /HLQVWHU WKDW WKH JDPH WKDQ The Irish Independent also noted in their twenty-five paragraph long report on WKH VDPH PDWFK WKDW 37KHUHDZHUH QFDPVW H UMIKDQURX The Irish Daily Mail wrote in fact two articles on this one match, fifteen and twenty paragraphs long despite the fact that according to their reports there was an attendance of 31HZHU WKDQ

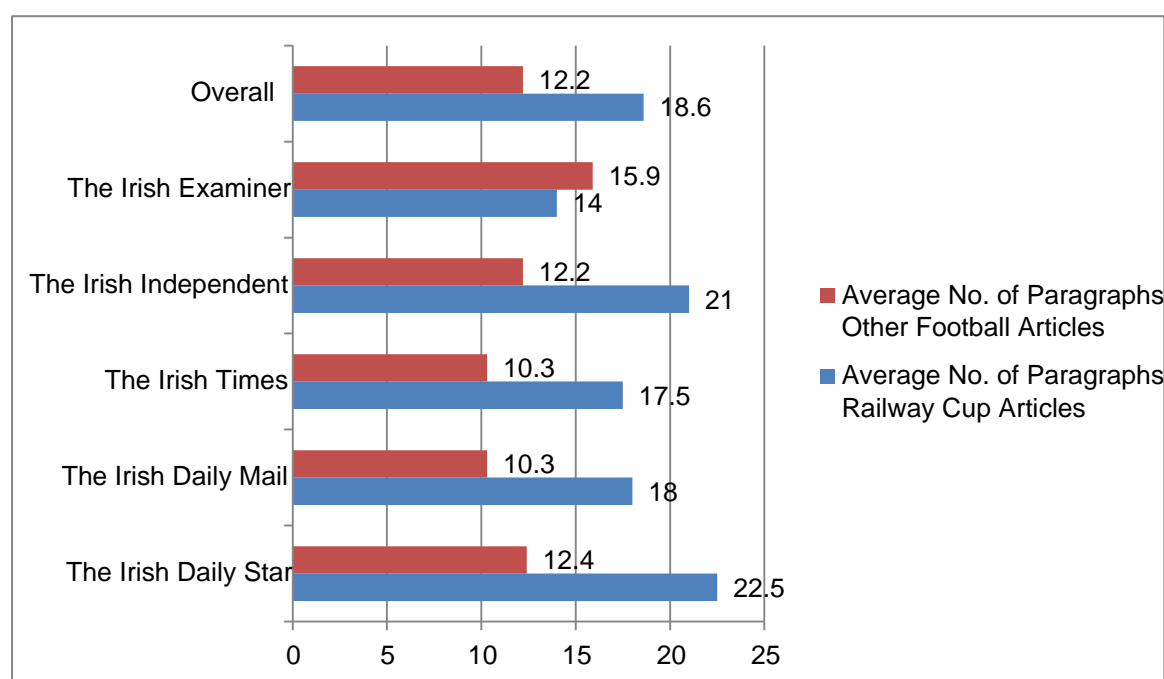


Figure 5.1: Average No. of Paragraphs per article; Railway Cup versus Other Football

7KHUHIRUH WKLV DPRXQW RI FRYHUDJH GRHV QRW ILW LQ high attendances will receive good coverage by media. Also according to Football Association of Ireland (FAI) Communications Executive Derek Kinnevey the average

DWWHQGDQFH DW :RPHQTV 1DWLRQDO 6RFFHU /HDJXH JD
or no coverage by the national media (Appendix K). Peter Sweeney suggests female
VSRUWV WR JHW HTXDO FRYHUDJH WR PHQTV WKHUH FR
have four pages of GAA in The Star tomorrow. If you divide that equally between the two
WKHUH PD\ EH D GURS RII EHFDXVH WKHQ \RX RQO\ KDY
interested in reading about camogie \$SSHQGH [ODWHU DVVHUWV 30HQ DU
interested in sports then DQ ZRPHQ \$SSHQGH into questions the public interest
these journalists talk about simply because it is men they substantially target with their
product. They all seem to be resoundingly certain that it is men who will read their sports
pages but President of the Ladies Gaelic Football Association (LGFA) Pat Quill points out
that ladies football have 150,000 members and that newspapers could benefit greatly
this large number LI WKH\ FRYHUHG ZRPHQTV Uchais Sweeney at \$SSHQGL
SRLQW UHIHUV WR UHGHUV DV PHQ EHIRUH LPPHGLDWH
VSRUW LVQTV RQ WKH WHOHYLVLRQ VR IHOODV UHGHUV
ZRPHQTV VSRUWV \RX NQRZ VR ZRX? Probably not ZSSHQGL [UH
I). This comes despite Quill stating that TG4 shows twenty ladies football games live a
year (Appendix L). Fintan 2TV 7R 20 D GPLWWHG KH FRXOGQTV HYHU VH
coverage with men in the sports pages and I think men sports probably deserve more
coverage simply because of the fact GDQFHV WKH\ JHW 7R \$SSHQGL FRQIL
that men are the main target of the sports pages thus highlighting that this is the public
interest they speak about. This casts doubt on whether national newspapers would
FRQVLVWHQWO\ FRYHU ZRPHQTV VSRUW WR WKH VDPH H
LQFUHDVH +H VWDWHG 3, ZRXOG VD\ WKH\ ZRXOG SUREI
probably changed you know at but I mean ultimately you look at it from a wider point of
YLHZ 1HZVSDSHUV GHGLFDWH WKHLU IDVKLRQ FROXPQV
stereotypical about it but they ultimately have women in mind when they are planning that
kind of stuff and so when it comes to sport I would say that men are the main FRQVLGHUV
(Appendix J). This also reflects the cultural ties sport has with masculinity Mike J.
'XIXUTV SRLQW WKDW VSRUW LV DQ DUFKHWSH IRU PDVF

Of course XUVH WKH PHGLDTV ORJLF RI FRYHUW ultimately VSRUWV
flawed as it is a cash 22 scenario. How will female sports increase their following if the
media fail to highlight its attractions to the public through better media coverage? This
GRXEON VWDQGDUG RI FRYHULQJ PHQTV Mary Durkin and HVSLWH

Helen Lenskyj's statement that sport coverage reflects a common culture where more

SRZHU DQG ZRPHQ (187) GRRUJH VV ERWK 6ZHHQH\ DQG 27RROH
DVNHG LI WKH\ WKRXJKW PRUH FRYHUDJH ZRXOG OHDG

(Appendix I & J). Wexford GAA dual player Fiona Rochford believes the media need to take

PRUH UHVSQRVLELOLW\ GXH WR WKHLU LQIOXHQLWDO UR
accentuate the positives of camogie. There are some terrible camogie games but sure there

are some terrible football games as well. I think the media can definitely influence people

when it comes to going to games (Appendix C) -LP 26XOOLYDQ GLVDJUHHV Z

YLHZ WKDW WKH PHGLD QHHG WR GR PRUH WR HDLG³ ZRPHQ
ZRXOGQW VD\ WKDW WKH\ DUH RZHG , ZRXOG LPDJLQH

ZK\ WKHUH V QRW PRUH SXEOLFLW\ WKH\ ZRXOG SRLQW
RWKHU VSRUWV DWWUDFW ELJJHU Fige RoZ them to get more

coverage so I would say newspapers probably feel that they are not obliged to give more
publicity (Appendix G) But Waterford camogie player Sinead Cummins believes that it is

the low attendances at matches that is not only a cause of low media coverage but also harms

the chances of high attendances ever being achieved. She states that the low crowds at

ZRPHQ V PDWFKHV FUHDWH D GXOO DWPRVSKHUH ZKLFK
turn makes them less exciting for people ZDWFK 6KH VD\ WKDW ZKLOH VK

FDQ EH MXVW DV JRRG DV PHQ V KH ZRXOG UDWKHU ZDV
because of the lack of atmosphere generated by low attendance (Appendix D) Rochford

SDUDOOHOV WKH VHHW as a cause of low attendances at the two All
, UHODQGV EXW OLNH LW V QRW DV DWWUDFWLYH WR QH

ticket for an All , UHODQG ILQDO , G SUREDEO\ JR UHJDUGOHVV
But if I got a ticket to a camogie All, UHODQG DQG :H[IRUG ZHUHQW SOD\

rather go to a hurling All Ireland as a QHX (Appendix C) +RZHYHU 26XOOLYDQ F
this attitude of interFRXQW\ SOD\HUV QRW VXSSRUWL at all Wde

persists among top interFRXQW\ SOD\HUV LW V HDV\ WR VHH ZK\ ELJ
WR WKHLU JDPHV 7KH ERWWRP OLQH LV WKDW ZRPHQ

(Appendix G) Quil O DJUHHV ZLWK 26XOOLYDQ supporters are well with
VXSSRUWHUV RI ZRPHQ W HSRUWWKH ZRPHQ V VXSSRUWH

3DUN QR SUREOHP DQG RWKHU YHQXH V EXW WKH\ GRQW
come out and support their own sports yet HthODGV ZHUH SOD\LQJ XS WKH U

WR EH VHHQ. Nothing will be seen at the games (Appendix L) This again reflects the
cultural view that sport emphasises masculinity and is an indicator of gender symbolism

(Dufur, 2006: 588). Nolan
 WKHQ JUHDWHU DWWHQGDQFHV FRXOG EH DFKLHYHG DQ
 :LPEOHGRQ WKH ZRPHQ V DQG PHQ WRXUQDPHQWV JR
 of the biggest single reasons why the women sports particularly in tennis enjoy the same
 VWDWXV DV WKH PHQ DQG PD\EH SHLHND Camogie final RX ORR
 LW SUREDEO\ ZRXOG KDYH D ELJ LPSDFW RQ WKH SHUFHL
 WKLQN LW V RPHWKLQJ WKDW ZRXOG SUREDEO\ JR D
 FUHGLELOLW\ RI WKH ODGLHV JDPHV 6HH KRZ ODGLHV
 WHQQLV 7KDW D ELJ SDUW RI ZK\ ODGLHV WHQQLV
 (Appendix F)

Public and Business Interests:

7KH MRXUQDOLVWV DOVR EHOLHYHG ZRPHQ VSRUW F
 competing against too many popular sports. Lawler believes female sports can never be
 DV SRSXODU DV LWV PDOH FRXQWHUSDUWV ³, I\RX UH D
 rugby-massive, soccer-massive, J-massive, Gaelic football
 hurling-massive, so you know the female sports are fighting a losing battle' (Appendix E)
 27RROH FRQWHQG WKDW 'Female Sports is on the agenda of every pundit'
 D UHVSQRVH WR PDUNHW GHPDQGV +H VDV ³, VXSSRVH
 GRQW WKLQN LWV DQ DQG DWUDYHQW WKLQV PHG
 interest' (Appendix J)

Lawler points to the fact that newspapers are businesses and all businesses must make
 PRQH\ WR VXUYLYH ³, I\RX ZDON GRZQ DQ\ VWUHHW LQ ,
 buy thirteen Irish newspapers and that means the competition is massive that means that the
 headlines have to be ferocious. From a GAA perspective SRUWV HGLWRUV ZRXOG
 kind of story in ladies football or camogie SSHQ 27RROH WUHLWZODU VSR
³, WKLQN XOWLPDWHO\ DOO PHGLD RUJDQLVDWLRQV DUH
 DQG , WKLQN WKDW V WKH PDLQ FRQVLGHUDWLRQ E\ WKH
 QRW WR FRYHU 'ZSHQSWHPSWV in his analysis of why coverage
 RI IHPDOH VSRUW IDOOV VKRUW LQ FRPSDULVRQ WR PHQ
 PRUH SRSXODU" :KDW VHOOVW ,W LPHQW VSRUW SSHQ
 realises the position this puts female sports in. However, he is far from sympathetic to their
 cause:³ RPHQ VSRUWV DUHQW DV SRSXODU DV PHQ VSRUWV

PRUH SRSXODU" 2QO\ E\ FRYHULQJ WKHP PRUH , VXSSR
 newspapers to promote something just for its sport development \$SSHQGHU, viewpoint shifts the weight of the blame on to the media and away from athletes and associations themselves. It highlights the difficulties femalesports face in getting the attention of the media. Kinnevey stated, "You just have to work a lot harder for less reward."
 ,WTV YHU\ GLIILFXOW EHFDXVH \RX NQRZ ZRPHQTV IRRW
 7KHLU WLPD DQG WKHLU difficulties with the rewards that they need to
 you know that paragraph or two in the newspaper is a combination of know weeks of work; contacting behind the scene, organising whatever they need be it press conferences, photo calls, there would be a lot of work going in to getting paragraph in national papers (Appendix K) Lawler is V\PSDWKHWLF EXW DJDLQ GRHVQTV VHH I
 coverage any time soon just for the simple sake of being fair and equal. Lawler says there is a conflict between journalists and editors and a different outlook on what the definition of QHZVZRUK\ LV +H VDV 3+H KLV ERVV ZDQWV WR VHO
 media where a lot of people on the ground would be tuned in and would be passionate and all the rest of it but sometimes at a higher executive level the job and the pressure there is to sell copies of newspapers so can you see the conflict there straight away (Appendix E)
 2TVRROH DOVR RXWOLQHV WKH a newspaper can describe a DVSH
 LPSRWHQW VLWXDWLRQ IRUHZRPHQTV EXW RWKD WIRKHM TV
 XOWLPDWHO\ LWTV JRLQJ WR EH DQ HGLWRULDQ GHFLVL
 are going to cover it or not so all they can do is keep trying to sell the product the way they
 DUH EXW , VXSSRVH live with the media organisations and these -
 revelations are very distressing and hint that coverage of female sports is not likely to improve anytime soon.

Nolan states that the public interest in male and female sport can also be determined by the level of commitment given to their respective sports. He questions whether women themselves have the same level of interest in playing at the highest level as PHQ GR 3, TVP QR
 sure if you really go down the competition do all these teams match the level of effort FRPSDUHG WR PHQTV , TVP MXVW WU\LQJ WR PDNH WKH S
 ladies competitions train as hard as middle WKH URDG WHDPV LQ WKH PHQTV
 ZRXOGQTV WKLQN VR \$QG \RX NQRZ , TVH DQDQGRWDO H
 camogie team have a game coming up shortly (but are short a few players for it) because it clashes with some Westlife concert (Appendix F) However, Waterford dual player Grainne

.HQQHDOO\ GLVDJUHHV ZLWK 1RODQ¶V RSLQLRQV .HQQ
 Waterford who are intermediate in both codes and 2011 were even lower down the camogie
 ranks playing in the junior bYLVLRQ 6KH VWUHVHV WKH FRPPLWPHQ
 WKH URDG WHDPV´ OLNH :DWHUIRUG ³, WKLQN WKDW¶V
 sacrificing absolutely everything to play. Even when we were only junior last year; your
 weekends, your social events (are gone) and we got very little recognition from anyone. We
 MXVW GLG LW EHFDXVH ZH ORYH WKH VSRUW /LNH ZH G
 ER¶V WHDPV JHW :H GLGQ¶W HYHQ JHW SHWU. O H[SHQ
 Like, us playing intercounty is a cost to the player whereas any of them men, they probably
 ZRXOGQ¶W SOD\ LI WKH\ KDG WR SD\ WKH FRVW WKDW Z
 because I think we give as much commitment if not more because we do it without the
 backing of financial assistance (Appendix G) 1RODQ¶V RSLQLRQ UHIOHFWV W
 that media are helping to portray due to the low coverage they dedicate to female sports that
 LV WKDW ZRPHQ¶V PDVV V SRUWLRQ LQ ODUJH FRVWLRQ KDV
 (LeCompte, 1993: 17)., UHODQG¶V UXJE\ Briggs is also dismissive of
 recognition WKH HIIRUW FRPPLWPHQW DQG VDFULILFH ZRPHQ
 train like three or four mornings at half-quarter to seven in the morning and we do two or
 three evenings and we have to go to work in between and even when we have to go away on
 6L[1DWLRQV ZH FRXOG OHDYH RQ 7KXUVGD\ RU)ULGD\
 early Monday morning and you KDYH WR JR VWUDLJKW LQWR ZRUN OR
 GHILQLWHO\ RQH WKLQJ ,¶G ORYH WR UDLVH WKH DZD
 Basically your life is on hold when you playing (Appendix A) Briggs is also dismissive of
 WKH ³ODFNLQW BHEOW H[FXVH IRU ZRPHQ¶V VSRUW FRYH
 DQQR\LQJ H[FXVH DFWXDOO\ LI WKH\¶UH VD\LQJ WKDW W
 believe that it is there. Even when people who, even proper rugby heads come see us play for
 the first time they are very genuinely surprised with the skill level and the intensity and stuff
 like that, the way we play it, R\RX NQRZ , ZRXOGQ¶W (Appendix A) EX\ WKD

Sponsorship:

Selling is key to the progression of any sport. It leads to advertisement which gives
 access to money for growth and development (Etue & Williams, 1996: 211). The best way to
 attract advertisers is through the promise of high media coverage. 2006 XOO LYDQ UHLWHU
 OLWHUDWXUH \$ONSRLHVKLSDWLYQJDO , W¶V WKH OHEORR
 proILOH RI WKH VSRUW. However, \$Sjounist argued the media could not be

expected to cover female sports more adequately until the sports got more sponsorship to make it a PRUH DWWUDFWLYH SURGXFW IRU WKH PHGLD WR F the organisations need to find a way to make the competitions more attractive to spectators to try and reel in more followers and then maybe the media might act on the L Q N W K D W ¶ V V harsh reality of it (Appendix E) Yet Quill for example lists numerous big names sponsors of ODGLHV IRRWEDOO VXFK DV 7 * % Of course we would like to 7 HVFR have more sponsorship but everybody is affected in the economic climate of a fall off of sponsors but even allowing for all that we still have some very prestigious sponsors on board' (Appendix L). /DZOHU FLWHV WKH EOXHSULQW RI PHQ ¶ V U SRWHQWLDO H[DPSOHDERP R Q ¶ V QGS RUOW R Z The Star may be WHQ \HDUV DJR DQG , ¶ G VD \ \RX ¶ G EH OXFN \ W S JHW WZ rugby went off then and they made a very successful product with the Heineken bringing Italy into the Six 1 DWLRQV DQG QRZ WKH \ ¶ UH VWDUWLQJ W (Appendix E) \$ V ZHOO DV SRWHQWLDOO \ UDLVLQJ WKH SURILOH LGHD FRXOG DOVR WDFNOH WKH SUREOHP RI JHQGHU ODI 3 , \RX FDOOHG LW JDHOLF IRRWEDOO ZH ¶ G JHW FRQIXVHG think that look at the branding of the Heineken 6 YRX NQRZ ZK \ GRQ ¶ W WKH O ladies football feel that the gender labelling is a problem 7 K \ G R ¶ W ¶ W and maybe try and secure a sponsorship with Coca and call it the Coca Cola 6 where everybody automatically knows that it is a ladies competition but there is a bright, quirky sponsorship there with lots of possibilities as well (Appendix E). + R ZHYHU 6 ZHHQH \ GRHVQ ¶ W ZRXOG ZRUN IRU ZRPHQ ¶ V VSRUW GRXEWV EUDQGLQJ K rugby, and says it was down to public interest, which again reinforces belief that there is no SXEOLF LQWHUHV (Appendix L) ZRPHQ ¶ V VSRUW

Notably The Irish Daily Star has been the main sponsors of the camogie National League for the past two seasons: 2011 and 2012. Despite this, this thesis does not feel the newspaper gave sufficient coverage, not just to the sport (7.5%), but to the league itself. During the thesis, a 10 week content analysis of five national newspapers, including The Irish Daily Star, two rounds of the camogie league were played. These rounds were on Sunday 26 February 2012 and Sunday 11 March 2012. Although it gave greater coverage to the two rounds of camogie league matches than the other four newspapers, the author feels that it was kept to as little as possible and that much more coverage could have been done.

Here is an analysis of the camogie league coverage by The Irish Daily Star, the main sponsor of the competition:

Despite being the main sponsor and a national media outlet, The Irish Daily Star did not do any pre coverage of the games in their Friday and Saturday editions. They covered the games in their Monday edition, 27 February 2012. The three division one games were covered in one article which was fifteen paragraphs long. However the article was included in The Irish 'D L O \ 63\AD\11\00. Instead it was located in the sports section in the main body of the newspaper on the thirteenth page of sixteen pages on sport. It was found before three pages of horse and greyhound racing coverage after one page covering boxing and athletics. &DPRJLH VKDUHG LW¶V FRYHUDJH ZLWK D VKRUW DUWLF long. /DZOHU KDG KLJKOLJKWHG WKLW W UthoQmEnVladesPDMRU sport can often be put into 5 DJH ZKHUH \RX¶YH JRW EDVNHWE DOO R think then the challenge then is to get away from that\$SSHQ One fest(ingly in the eleven pages of sport covering soccer, rugby and golf only three advertisements can be found. Yet on the page dedicated to camogie by their main sponsor what is noticeable is the large advertisement from milkit.ie which takes up more than half the page and dwarfs the article on the roundup of games itself. The Irish Examiner covered the league in one article and seven paragraphs. The Irish Times covered the league in one article and nine paragraphs. The Irish Independent covered again in one article and six paragraphs. The Irish Daily Mail did not cover it. None of the other newspapers used pictures with their articles. The Irish Daily Star used two.

\$JDLQ IRU WKH QH[W URXQG ZKLFK IHOO XQGHU WK analysis. The Irish Daily Star did not do any preview coverage of the games in their Friday and Saturday editions. They covered the round in their Monday edition, 12 March 2012. This FRYHUDJH ZDV LQFOXGHG 7 ZLW, K L W K H' DUH Q X W B S S V Q The coverage was again in one article and fifteen paragraphs summarised action from two Division One game and one Division Two match. The article was shared on the final page of the pull- R X W ZLWK \$OOLDQJ¶V)RRWE DOO 7HDP RI WKH :HHN and three other H U DUWLFOHV RQH R Q X U P H U Q ¶ V ¶ V B W M E D Q , R Q Z ¶ oQH RQ 0 L \ R ¶ W L R Q % ¶ V P H Q ¶ H U K O X H D O W I Q J D Q I G Q R Q S i b n R Q . L O G % ¶ V P H Q ¶ V K X U O L Q The Irish Daily Mail did not cover the round. The Irish Examiner had two articles on camogie. One which was six paragraphs long on the All-Ireland finals in the schools camogie and one on the league action which was also six paragraphs

long. The Irish Times covered the round on one snippet article which was four paragraphs in length. The Irish Independent also covered in one article and four paragraphs. Again none of these newspapers used pictures to accompany their articles. The Irish Daily Star used one.

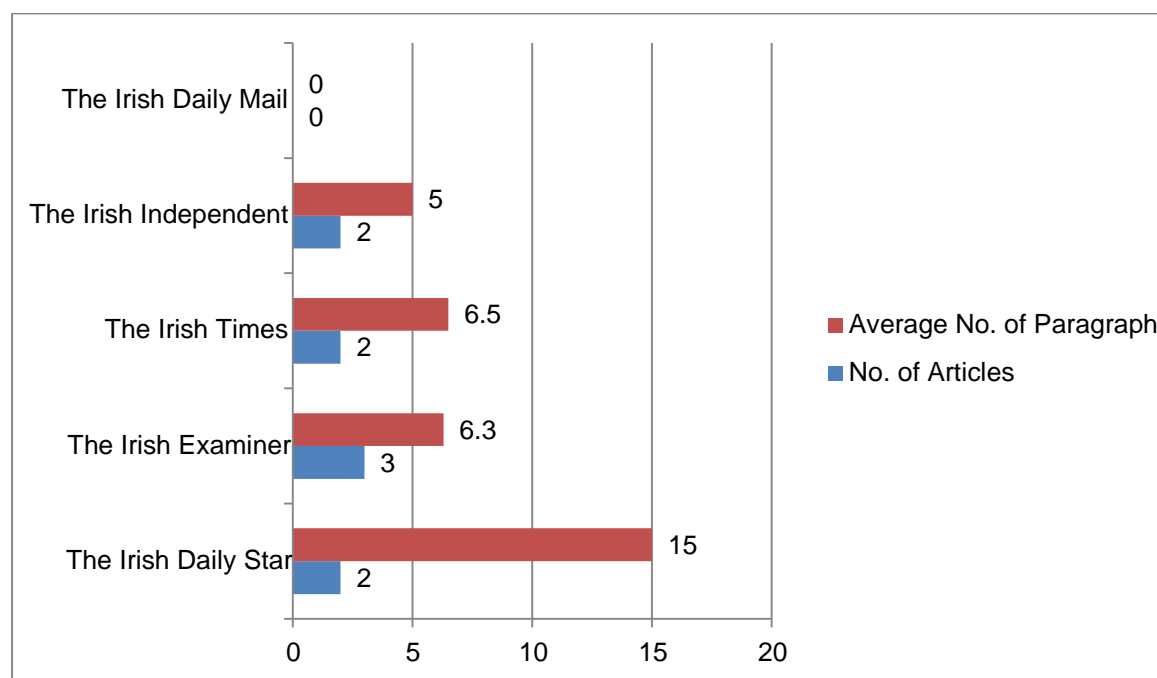


Figure 5.2 No. of paragraphs and articles by newspapers on camogie national league

Overall, while The Irish Daily Star had longer paragraphs than the other publications but it was matched for the number of articles written on the topic by three of the four other newspapers. While it included pictures from the camogie league action, which none of the other newspapers did, the thesis finds that one article per round on a competition which has four divisions is not enough coverage for a main sponsor especially considering its position as a newspaper. In the two articles covering the two rounds, the articles substantially dealt with Division One games. Division Two got a mention on Monday, 12 March 2012 even though four games in this division took place all that was reported was:

30 HDQZKLOH LQ 'LYLVLRQ \$RLIH yals on QP subch 3RLQWHG
YLFWRU\ IRU 7LSSHUUDU\ RYHU .LONHQQ\ '

The first article on Monday 27 February 2012 was not located with the other GAA coverage. Instead it was located near the end of the sports coverage before horse and greyhound racing and after athletics and boxing. It also shared its page with basketball and a huge advertisement with milkit.ie that took up most of the page. The second article did appear with

WKH *\$\$ FRYHUDJH EXW RQ WKH ODVW SDJH DQG VXUURX

hurling team of the weeks. Without proper media recognition, corporations will not invest in female sports and without the marketing drive of a committed sponsor the media will not take notice (Etue & Williams, 1996: 193). Therefore, considering the position as a commercial investor in camogie with its own media outlet its coverage should be much higher and far more distinct.

Kenneally notes that while the Irish Daily Star gave coverage to camogie it was nothing compared to what the men got despite their status as main sport (Appendix G) 5 R F K I R U G W R R V D \ V L W Z D V 3 D Y H U \ V P D O O D P R X Q W F R Q V nice to have you know maybe interviews and that sort of a thing to make it a bit more exciting (Appendix C) Sweeney, who writes with the Irish Daily Star V D \ V o 3 y o d d G know see our place in a W K L V E X W D W W K H V D P H W L P H \ R X F D Q ¶ W E it (Appendix I). + H O D W H U V W D W H W D L Q D P R K I D M D Q L P D J H S U R E O ways about that. You can only get the media to bring it so far because then people have to K D Y H D Q L Q W H U H V W D Q G , ¶ P Q R W F R P P H Q W D W L Q J R Q D C K D Y H Q ¶ W J R W S H R S C H S D U R I G X F W J R L Q J W R F R P H Z L W K \ R expect that level of coverage (Appendix I) 7 K L V U H I O H F W V 2 ¶ 7 R R O H D Q G V W D W H P H Q W V W K D W Z R P H Q ¶ V H I I R U W V D U H X O W L P D W H C newspapers choose what they cover (Appendix E & J) However Briggs believes when an influential product such as a newspaper is the main sponsor of a sport it should do all in its S R Z H U W R S U R P R W H W K H J D P H 3 7 K H \ V K R X O G E H U H D O O It could also be said PROs for camogie, for the rugby, the unions themselves just need to be W K U R Z L Q J Z R P H Q ¶ V U X J E \ F D P R J L H Z R P H Q ¶ V V R F F H U D C you know, they should be throwing it out there and forcing people to understand there are a lot of cogs in the wheel that have to be oiled (Appendix A). This reflects Etue and Williams point that for coverage to increase for female sports collective action is necessary. Supporters, players and organisation members need to collectively demand appreciation for female sports in terms of media coverage and sponsorship (Etue & Williams, 1996: 229).

Conclusion:

7 K L V F K D S W H U G H V F U L E H G W K H W K H V L V ¶ V I L Q G L Q J V D V comparison to male sports. The thesis found that newspapers dedicate so little coverage to female sports due to a perceived lack of public interest which they gauge in accordance to attendance numbers at female sporting events. A lack of sponsorship is also cited as a reason

for low coverage. Essentially, the newspapers are saying it is not in their best interests financially to cover female sports as they could stand to lose money through readership by doing so. However, these three reasons cited design a vicious cycle in which ~~this is the~~ it will be very difficult for female sports coverage to improve if it remains intact. Only through improved media coverage can attendances, public interest and sponsorship improve and prosper. Therefore, if the media sticks to its current ~~rational~~ ~~ratio~~ deciding which sports are worthy of coverage female sports will continue to be discriminated against. The next chapter is concerned with conclusions of the research. Significant findings will be discussed along with recommendations and ideas for ~~future~~ ~~next~~ research.

6. Conclusion

Summary

This thesis began by discussing the problem of coverage for female sports by the national print media in Ireland. Figures from recent studies done by the Dublin Sports and Recreation Council and the influence of the media were discussed. However despite the importance the media plays in influencing cultural and social norms no reasons were offered by these studies as to why women receive substantially less coverage than men in the sports pages of newspapers. In an attempt to answer this question the thesis began to design a framework for this research. The first step in designing such a framework was the undertaking of a comprehensive review of literature on the topic. This extensive review allowed the thesis to develop a better understanding of the effects low media coverage has on female sports. Furthermore, it helped in the formation of the thesis. FRQWHQW DQDO\VLV DQC relevant questions for interviews with female athletes, sports journalists and members of female sporting bodies which were Phase Two, Three and Four of the research design respectively. Its evaluation came to a successful conclusion showing that there is a significant difference in sports coverage given to females compared to males, reinforcing the negative effects low coverage has on female sports and highlighting some of the reasons behind the level of low coverage by national newspapers.

Key Findings for the Research Questions

7KH WKHVLV¶V FRQWHQW DQDO\VLV KLJKOLJKWHG WKH K IHPDOH VSRUWV LQ FRPSDULVRQ WR PDOH VSRUWV 7KH eight week period between January and March 2012 during which the coverage to ZRPHQ¶V DQG PHQ¶V IRRWEDO (Gaelic) was studied. Further the content analysis found that out of the 4,759 articles dedicated to sports over this period only sixty-six were about female sports. This figure attests that female sports receive 1.3% of the sports coverage in the national print media during the period in question. Furthermore the thesis found that articles about male sports were on average twice as long as those written about female sports. The thesis found that female sports were not likely to be covered alongside their male counterparts and articles were most likely to be located at the end of the sports section with articles on, for example, cycling, cricket, boxing or basketball. All these results highlighted the inequality female sports are subjected to in the sports pages of newspapers and clearly showed that the female equivalents are not held in the same value or respect as the male equivalents of these sports.

Chapter Two showed that the result of low media coverage of female sports had many negative impacts on the sports namely; negative stereotypes, lack of female role models and low participation rates of females in sport. The thesis explored this problem through interviews with five current female athletes. Through these interviews the thesis learned that female athletes take up sport after being influenced by male sports and not female sports due to the lack of media coverage of female sports. It was also felt that cultural issues played a role such as young girls looking up to pop stars rather than sport stars and being encouraged to like fashion rather than sport. It was also found that because of the negative stereotyping of women who play sports all athletes admitted to being called a tomboy and other slurs at some stage in their life. However, the stereotypes went both ways and cultural effects and power of the media were even more evident when athletes admitted finding men who played sport attractive. This thesis also learned that females are not pushed in physical education at secondary schools. If they do not show an interest they are left to their own devices. Girls often do not want to show an interest in sport for fear of embarrassing themselves in front of boys. Some mixed secondary schools now segregate their PE classes. Girls are extremely influenced by their peers and if it is seen as inappropriate behaviour to partake actively and enthusiastically in sport they will not. Regarding media coverage the thesis learned from its interviews with athletes that they

felt they were not been targeted by sports journalists with articles which interest them. They also felt that when they did receive coverage it was often inaccurate and substantially minor in FRPSDULVRQ WR HYHQ WR ORZHVW OHYHO RI PHQ¶V V despite what the journalists thought there was a public appetite for more coverage of ZRPHQ¶V VSRUW

As the interviews with the sports journalists showed, judges public interest of a sport by the number of people which attend these games. Hence, the media interpret the low crowds at female sports as a lack of interest in these sports by the public and therefore do not cover them in the media. Journalist PáNolan cited that events were not based on gender but always on attendance level (Appendix F) +RZHYHU WKLV WKHVLV¶V FRQV GXULQJ WKH SHULRG RI UHVHDUFK WKDW WKH PHQ¶V 5DL received articles which were almost double in length to all the other articles about football on that day. This comes despite the crowds at these games being roughly the same size of the DYHUDJH FURZG DW D National League Soccer match according to FAI Communications Executive Derek Kinnevey (Appendix K). This raises doubts over whether an increase in attendances at female sporting events would lead to greater coverage. -RXUQDOLVWV)LQWDQ 2¶7RROH DQG 3HWHU 6ZHHQH\ ZHU case and both stated later on that men deserved more coverage and expressed fear that if women received more coverage readership could drop off due a drop in interest (Appendix I & J). However it was also revealed that both view this public interest to male interest. They donot visualise women when they think of who might read their sports pages. Public interest was a key reason cited for low coverage of female sports but as mentioned above it was revealed that the journalists visualised this public interest to be male interest thus UHLQIRUFLQJ WKH OLWHUDWXUH UHYLHZ¶V ILQGLQJ WKD V dominion. Public interest also reflected the business aspect of newspapers and their need to make money which lead to the conclusion that ultimately female athletes and female sporting bodies efforts to gain and attract higher coverage are effectively impotent as it ultimately comes down to what the editors feel will maintain and even increase readership to turn profit. A lack of sponsorship of female events was also given as a reason for low coverage despite President of the Ladies Football Association Pat Quill citing numerous big name sponsors such as TG4, VHI, Bord Gais and Tesco (Appendix L). The Irish Daily Star was also the main sponsor of the camogie National League but this thesis found through its content analysis that considering its role as a large media outlet and as a sponsor that its coverage of

camogie was not sufficient. Its coverage was largely made up of one article which summarises between three and four divisions of matches. This thesis found that the athletes interviewed also felt coverage was insufficient.

Significant Overall Conclusions

The gap between coverage of female sports and male sports is phenomenal with female sports receiving only 1.3% of articles. This shows the lack of respect given to female sports. This sole statistic proves that media can be held responsible, due to their influential role on society, for the negative perceptions that haunt female sports such as incompetency on the field and negative stereotypes. With only 1.3% articles on female sports it also proves that the media can be held responsible for the lack of female role models and also why it is seen as more acceptable for boys to partake in sports rather than girls.

As the interviews with the sports journalists showed, media judges public interest of a sport by the number of people which attend the games. Hence, the media interpret the low crowds at female sports as a lack of interest in these sports by the public and therefore do not cover them in the media. This leaves the development of female sports trapped in a vicious cycle because it is quite hard to raise public interest and attendances in something without the help of the influential media. The second reason, ties in with the first. Newspapers are a business and all businesses want to make money. Because of their high attendances, male sports have massive sponsorship which makes it lucrative for newspapers to cover. Without sponsorship female sports are again not attractive to cover for newspapers. But again, it is very difficult for female sports to attract big sponsorship deals without media attention and coverage.

Also, as the media blame the lack of public interest for the reason behind low coverage it also shows that the media believes the public think female sports are incompetent in comparison to male sports. Unless the media change their mindset and see their product as more than a business then it is unlikely coverage of female sports will increase significantly. As of now the media are saying everyone else has to change first. The sports have to raise their attendances. The public have to show more of an interest. Businesses have to start sponsoring female sports. Female sports could change if the media wanted it to change. For now it seems content to sit idle.

Recommendations

Journalists Damian Lawler and Pat Nolan both made suggestions on ways female sports could try and improve their level of media coverage. Lawler suggested following the lead of rugby and the Heineken Cup by looking into branding. Nolan suggested following the lead of

WHQQLV DQG DOLJQLQJ PHQ¶V DQG ZRPHQ¶V FRPSHWLWL

As the main excuse used by sports journalists for the low coverage dedicated to female sports in the national print media was a lack of interest by the general public, this thesis would recommend that a survey or focus groups be conducted to gauge the public views on the topic. For example, a survey could find out if females were to receive more coverage in the sports section would readers continue to buy that newspaper?

This thesis would also recommend a survey of females in secondary schools which would gauge their views on the issues raised in this thesis. This thesis tried to get in contact with PROs of the sports studied but was only able to reach two of the sporting bodies; the Ladies Gaelic Football Association (LGFA) and the Football Association of Ireland (FAI). The Camogie Association and the Irish Rugby Football Union (IRFU) were not contactable for interviews after much trying. For a future reference, this thesis would recommend getting these organisations views on the topic. A lot of emphasis was put forward by the sports journalists that they cover camogie and ladies football well for the All-Ireland final.

This thesis would recommend doing a content analysis study of the pre and post coverage given to camogie and ladies football. FRPSDULVRQ WDLWKH PHQ starting from the conclusion of the respective finals.

This thesis would recommend researching the gender of crowds at sporting events. Many of the journalists interviewed suggested that men were more interested in sport and made up the majority of the crowd at sporting events. This thesis would suggest counting the number of women versus men through the gates at sporting events to test whether this statement has any weight in it. This statement was used by journalists for focusing more on

PHQ¶V VSRUW WKDQ ZRPHQ¶V VSRUW LQ WKHLU FRYHUDJ

Further Research

This study has provided and generated important insights into some of the issues facing female sports regarding media coverage. Suggestions for further research are now outlined:

This thesis finds that for further research the coverage dedicated to masculine female sports against coverage given to feminine female sports could be examined. This would L Q Y H V W L J D W H Z K H W K H U V S R U W V V X F K D V o o b a l l P a n d Q ¶ V U X J camogie are discriminated against in comparison to more feminine sports such as athletics, swimming and tennis. This would outline whether or not masculine female sports are neglected because of their traditional and cultural links to men.

This W K H V L V E H O L H Y H V W K D W P D V F X O L Q H I H P D O H V S R soccer, ladies football and camogie could also be studied in comparison to other male sports such as golf, basketball, boxing, motorsport and cricket. This would t i g a t e whether female sports are neglected as a whole because they are female or are all sports outside of the ³ % L J) R X U ´ J D H O L F I R R W E D O O K X U O L Q J U X J E \ D Q G V R F

This thesis believes a similar study could be carried out with the emphasis on radio and television broadcasting to see if the low coverage of female sports goes across all fields of the media and if so is it to the same extent.

Conclusion

In this chapter, the thesis addressed the research questions set out in Chapter One and emphasised the key findings emerging from this research project. Conclusions recommendations and direction for future research were also discussed.

Appendix A

Niamh Briggs (Ireland rugby captain) interview, 1 June 2012

When did you start playing sports?

I started playing sports when I was ~~really~~ young like ten or eleven. I think when we went to primary school. At the end of primary school, fifth and sixth ~~we~~ ~~played~~ football or whatever. ~~That~~ ~~was~~ really the start for me.

What did you do in primary school before then?

I was always kind of playing in the yard and stuff but there was ~~really~~ any teams like from the primary school I was in but when we moved to Dungarvan then and I went to school in Abbeyside and there was ~~soccer~~ and camogie and athletics or whatever.

Was it a teacher? A primary school teacher that got you involved?

Yeah, yeah it was yeah ~~it was~~ kind of a way so everybody kind of played.

Right and what sports did you play then?

Gaelic football, hockey, athletics and then ~~we~~ played soccer and I kind of played everything really, that I could have!

When did you start playing with a team?

The first team I played with was the county u-14 team for football and played one match with the school that week or something and they asked me to play. So that was kind of the start of it really.

And was there a u-14 club team around at that time?

There wasn't. I had to go find a club then after that so I went to play with Dungarvan. It killed my family, but there was no team in Abbesside at the time so my first year yeah I played with Dungarvan!

And was there many on the team? Was there a big panel?

Yeah there was yeah. I remember Nicky Sheehan was the coach. There were loads of girls every week like they had loads of girls there.

That was u14?

Yeah.

And did you stick playing with that team then?

Yeah I played with that all the way till senior and kept playing like u-16, minor. I obviously moved back to Abbesside once they started a club and u-16, minor and senior and like I still am playing like you know that kind of a way.

And did you notice any numbers drop off from u14?

<HDK WKDW ¶ V D PDVVLYH SUREOHP LVQ ¶ W LW UHDOO \ O
to second Q GDU \ VFKRRO WKHUH ¶ V DOZD \ V WKDW PDVVLYH GUR
was a group of us that played u-14 WRJHWKHU DQG Orland that year so we WKH \$
kind of all stayed together but saying that I think of the fifteen or so that played that
All-Ireland u14 final I think only seven were there the whole way up to senior. Six or seven,
the rest of them just dropped off.

'LG \RX HYHU SOD \ RQ DQ \ ER \ ¶ V WHDPV XQGHU DJH "

Yeah, I did yeah. Hurling and football with the boys and then with Abbesside.

How were you treated on the R \ V ¶ ? Were the lads or were they kind of stand offish?

In soccer it was very stand offish. It was a bit like woah because it was kind of one of the first.

It was kind of the first time any girl had played. But when I went and played GAA with the

ER\V¶ WHDP WKH\ MXVW IODNHG PH DURXQG WKH SODFH
<RX NQRZ WKDW NLQG RI D ZD\ WKHUH ZDVQ¶W DQ\ GLIH

Was there anyone who encouraged you to play sports from a young age?

My parents, definitely. They never held me back. It was always them, and you know, my

brothers. , ¶ YH WZR ROGHU EURWKHUV DQG WKH\ ZHUH SOD\LQ
easy enough to follow you know that kind of a way.

Did you, at Christmas and birthdays and stuff, did you get dolls or footballs as presents?

You can go out now and ask my mother that because I asked for tractors and footballs every year and she kept getting me dolls until I was about fourteen or fifteen. ¶ I got dolls but I didn't want dolls so it was easy when you had two older brothers and they were getting footballs and stuff so it was fine.

Did your Dad bring you off playing?

Yeah, yeah. I remember going to matches and stuff that with him always. He played himself when we were younger. He played GAA in Clonmel when we were living there and then we moved to Galway, and he was playing rugby with Galwegians so we were always brought along to the matches or whatever so it was kind of something you grew up with.

In secondary school do you think that girls took part equally in the PE classes with the boys when you were there?

No, GHILQLWHO\ QRW , GRQ¶W WKLQN W¶s little bit to it. Dr PDVVLY
\RX¶URHW DQG LW¶V NLQG RI YHU\ KDUG LI \RX¶UH QRW LQ

in sport or in PE or whatever and I remember, like the school that attended, no set regimented PE programme where you went and you were doing something for six

ZHHNV , W ZDV OLNH \RX SLFNHG IURP RWKHU KRFNH\ RU
you went to study hall and did your homework but in other schools where there is regimented PE like you know they find it hard to like you know, speaking teachers and stuff they find it hard to get girls to come out and participate.

So you think it was more the girls fault more than the PE teachers?

Not really. , M X V W W K L Q N W K D W W K H U H L V O L N H D J H Q H U D W
really interested in sports, you know that kind of a way. Five numbers to gaelic football clubs

SHR SOH DQG QRZ OLNH ,WK KLUGH VLV DQG WHYHQ QHU DWL

Yeah.

7KH\ struggling a lot as well now do you know what I mean.< RX ZRX OGG Q W WKLQN
WKH FDWFKPHQW DUHD WKDW WKH\ KDYH 7KH\ KDYH JUH
u-16, u PLQRU Ex very hard like you know for fourteen/fifteen year olds to play
VHQLRU ,W V YHU\ KDQG DWHLQ DEXWKW WONEH D IRUF
it. JXVW DW WKH PRPHQW LW V NLQG RI KDUG

When you were in secondary school was there organised girls teams that competed in competitions?

And did the girls teams get the same treatment and looked after as well as the boys?

Did you have any female role models growing up?

team and playing in Croke Park. That was just like, she was very good and you know Julie Torpey and Rebecca Halliday, you know the old school, the Ryan twins. And then as I started to play rugby it was like, D O O \ E H F D X V H , G L G Q \ W U H D O O \ . It was who was playing with me. When I started playing with Ireland I was kind of like, I really wanted to try and emulate some of the success and that was kind of it.

When you went to your first rugby training session so with Ireland did you know much or all of the players?

No, because only Zully Cake off was really unusual in the fact that I started my first game of rugby, fifteen side, with Munster and not a club because I had been playing ten side with Dungarvan. And you know there was three or four of us that got picked to play with Munster and then I played one season with Munster and then got brought into the Irish squad which was like very intimidating and daunting and that kind of stuff because you get people in that X W W K U was it and they were the three or four guys that I was travelling with from this side of the country like.

Do you think a lack of female role models in sports so can diminish participation from young girls? I mean, like, if you have a male coach, he's going to talk about guys who play sports, right? And if you have a female coach, she's going to talk about girls who play sports. So, yeah, definitely, that is massive, yeah.

Do you think slurs like tomboy and stuff can turn young girls off playing sports?

Yeah,sure look , I Y H E H H Comfy and they other name going but I just loved it and there was nothing that was going to stop me from playing. But I do think that when girls go from primary school R O W R V H F R Q G D U \ in W M K R D J D Q G X S V R H \ T U L H Q G V trying to find their feet ad stuff in secondary school and you know if the group that they're in G R Q I W S O D \ V S R U p r o b a b l y o o q o w k t o h o p e k r h \ I U H

So like it would be important for like obviously that age in secondary school, for maybe the 3 (W H D F K H U V «

To give plenty of encouragement yeah definitely. Yeah like to literally, if you see any sort of potential like just really take them under your wing and encourage them to play sports and to hang out with their friends. It's okay for them to do both. They just need to know that they can do both.

Oh yeah. So I suppose do you think that female athletes are treated fairly or unfairly by the national media?

, W ¶ V U H D O O \ K D U G \ R X N Q R Z E H F D X V H W K D W L W ¶ V N L Q G I P H D Q I L Y H \ H D U V D J R W K H \ Z R X O G Q ¶ W K D Y H V K R Z H G . D V W K D W ¶ V D P D V V L K H W I S T E R N S O F D O O G U G B Y L A S T Y E A R Y O U K N O W W E W E R E S T R E A M E D L I V E O N L I N E W H H A D N E V E R H A P P E N E D B E F O R E S O G R W K L Q N L W ¶ V J H W W L Q W O U L D R A T H E R I T H A D K I N D O F Q U I C K E N E D U P A N D Y O U K N O W F O R U S I T W ¶ V Y H Y O U K E D N D G O F C A U G H T I N A C A T C H 22 S I T U A T I O N W L R Q L Q D V H Q V H W K H D P W O L D H Z R G R Q ¶ V S R U V Y O U K N O W , W O R ¶ C O M M E N T A T E O N U S B E C A U S E T H E Y C E E W K H U H ¶ V D S X E O L F S H U F H S L Q W H U H V W W K H U H E H F D X V H W K H P H G L D L V E R ¶ W A R D L Q W H U H V : K \ G R \ R X W K L Q N W K H Q Z R P H Q ¶ V V S R U W O L N H W H Q Q L V coverage then say camogie, rugby and ladies soccer?

Yeah , G R Q ¶ W N Q R Z ¶ V U H D O O R G T X H V W L R Q \ R X N Q R Z E H F D X V H E H F D X V H I T L I M A S S I V E L Y P R O F E S S I O N A L . S W I M M I N G P R O F E S S I O N A L . S O C C E R , R U G B Y , G A E L I C \ R X N Q R Z Z H E ¶ H O W E V E R : B E I N G N E A R P R O F E S S I O N A L B U T I J U S T T H I N K T H A T people are just starting to realise that the commitment that all these team sports require input i V M X V W D V P X F K D Q G , G R Q ¶ W N Q R Z W K D W ¶ V D J R R G T X % H F D X V H W K H U H Z D V V R P H R Q H V D \ L Q J W K D W O L N H W R S C of mental toughness as well the physical.

EVSHFLDOO\ \RX NQRZ , SOD\ IXOO EDFN VR , GRQW EH
NQRZ LWV MXVW OLNH \RX NQRZ :H WUDLQ OLNH WKUHH

to go straight into ZRUN 0RQGD\ PRUQLQJ \RX NQRZ WKDW VRUW
WKDW ¶V RQH WKLQJ , ¶G ORYH WR UDLVH LV WKH DZDU

<HDK LW GRHV ,W¶V QRW UHDOO\ DQQR\LQJ LW¶V MXVW
VFKRROV UXJE\ EDFNJURXQG XGWLGLNLNHHDPHQHUOLW
QRZ DQG LWV PDVVLYH OLNH WKH FURZGV WKH\ JHQHUD

VR \RX NQRZ , FDQ¶W EHXUXGJH WKHP \RX NQRZ DW WKH
it is frustrating.

1RW UHDOO\ EHFDXVH \RX NQRZ WKH ZKHQ \RX PHHW SH
KDYHQ¶W EHHQ WKH meet (rem in work for Dr. Q) or whatever and

W K H \ M Desup you know what I see you won a ga E H F D X V H W K H U m e V O L N H
Irish Independent or The Irish Times or something the day after you play and you know they

mean, has helped us massively in that you know Twitter and Facebook and they have people are updating it all the time for us definitely is frustrating. TK D WBY adn noyng excuse
 DFWXDOO\ LI WKH\UHUH VD\LQJ WKDW We Mkbelieve it is LQWHU
 there. Even when people who, even proper rugby heads come see us play for the first time they are very genuinely surprised with the skill and the intensity and stuff like that, the
 ZD\ ZH SOD\ LW DP VR \RX NQRZ , ZRXOGQW UHDOO\ EX

And then you have the national camogie league is sponsored by The Irish Daily Star with the last two years. So in there newspaper they basically give all the results as in Wexford beat GalwayE\ WZR SRLQWV 7KH\UHFYHULQJ LW EXW WKH\

Yeah. Like that paper like as you say, the main sponsor, they should be really promoting the game, getting it out there it could also be said PROs for camogie, for the rugby, the unions WKHPVHOYHV MXVW QHHG WR EH WKURZLQJ ZRPHQW UX really knows much about it you know, they should be throwing it out there and forcing people to understand you know that kind of a waySR LWV NLQG RI OLNH LWV unions I W V G RZQW You know what I mean.KTHUHV D ORW RI FRJV LQ has to be oiled.

Would you take the expression she plays like a man as a compliment or not?

, ZRXOG WDNH LW DV DQ LQVXOW , ZRXOGQW OLNH WR OLNH \RX NQRZ 7KHUHV ,ODQGHZRHQWUFWFKHUCW lot oI WKHLU ZRPHQW PDMF and an Englishman, a current international VDLG WKDW KH ZRXOGQW OLNH WR PHH in front of RI WKHL PLOOLRQV RI SHRSOH WKDW ZHUH ZDWFKLQJ DQG WKDWV said.

,WV D EDFN KDQGLG FRPSOLPHQW U

Yeah. TKH\ GRQW XQGHUVWDQG WKDW WKH\ DUH VD\LQJ LW L H VKHV EULOOLDQW VKHV UHDOO\ VWURQJ DQG ILHU 'R \RX WKLQN VR OLNH ORZ PHGLD FRYHUDJH RI ZRPHQW sport?

Yeah. I do when you saw when Munster went into that boom and now Leinster and now all these young kids are playing with rugby balls and stuff like that I do think that have you

PRUH ZRPHQ¶V UXJEW KIDW WKH ZRPHQ JHW PRUH but L UOV RX
 were so far behind in development, you know what I mean of having seven/eight/nine
 old girls playing rugby in comparison to other countries. You know we struggle for another
 years because you know we're WR VW DUW , and of girls at that age were NH
 taking up rugby at twenty-two/twenty-three. That's starting to go now and the skill level is
 higher. They need to start playing twelve/thirteen/fourteen/fifteen and you know the likes
 of England, New Zealand, Canada, the all doing that now and its starting to show on the
 world rankings. So we need to start pushing up from the grassroots.

Where is Ireland ranked actually?

Seventh.

Have you ever been interviewed before by the national print media?

Yeah, yeah, yeah The Irish Times and The Irish Independent and stuff like that And then
 Emerald Rugby PDJD]LQH LW¶V D QDWLRQDO PDJD]LQH DQG
 interview with me But ah yeah, no, I have but not very often you know that kind of a way.
 Irish rugby TV does a lot of interviews with us and that kind of stuff but once or twice
 UHDOO\ LW¶V PRUH ORFDO VWXII

'R \RX HYHU WKLQN WKDW WKH ZRPHQ¶V 6L[1DWLRQV Z
 Nations coverage wise?

\$P SUREDEO\ QRW EHFDDXV so massive, I definitely do see it getting
 better every year you know that kind of a way. So from when I started to now, you know, the
 first game that I think I remember playing was against Italy and the next day, the I think
 like as you say five lines like, you know a real N L Q Q \ O L W W O H re getting like D Q G Q R
 a quarter of a page you know that kind of a way. So from one little skinny block to a
 quarter of a page but no yeah, definitely, I do think you know streamlining games live and
 you know websites have been set up, scrumqueen is massive and they put out a whole lot of
 media, they are brilliant. 7 K D W ¶ V U X Q E \ D Q , U L V K J L U O O L Y L Q J L O
 Z R P H Q ¶ V U X J E \ site in the world for it. Z K H \ ¶ U H Y H U \ J R R , G F D X W W H D I
 really see it., ¶ G O L N H W R V D \ W K D W L W Z R X O G E H \ R X N Q R Z W H
 W K D W E X W , W K L Q N W K H I D F W D O O Z H Z D Q W L V W R N H H S

Appendix B

Alice Moore (former Ireland soccer player) interview, 14 June 2012.

How old were you when you started playing sport?

I was about seven or eight

What sports were they?

I played soccer and camogie.

What teams did you play on?

I played hurling and soccer on E R \ V ¶ for U12 and u14.

And how did they treat you?

In the camogie fellas were definitely and offish but in the soccer no, fellas would be flying in with tackles on me especially if I got past them.

Did you have any female role models growing up?

, GLGQ¶W KDYH DQ\ IHPDOH UROH PRGHOV SOD\LQJ VRFFHU
FRXOQ¶W. I never had one female soccer player or even what teams were in the league. I never
VDZ DQ\ RWKHU IHPDOH UROH PRGHOV LQ WKH SDSHU EX
WKH PHQ¶V VRFFHU LQ VWHDG , GLGQ¶W KDYH DQ\ RQH DV
first place it was just something I liked so I took it upon myself to get started. I did it all

myself. I suppose would have been nice to have had someone to look up to. My favourite player was Steven Gerard but I suppose I never really wanted to be like him because he was a man!

What used you do at lunchtime in school?

In school we played with the boys at lunchtime but that was because the teachers always had basketball leagues organised all year round and the teams were mixed.

And what did your parents make of you playing sport?

My dad when I started on the 16 J L U O V team was very supportive. He went to all my matches and drove me and collected me from training. My mother never held me back either or tried to discourage me or anything. Like she never tried to stop me playing with the boys. She just left me off doing my own thing. I never got girly stuff for presents. It was always boots, footballs and Liverpool jerseys. I have an older sister who never played sports. Our FKLOGKRRG ZDV YHU\ GLIIHUHQW EHFDXVH ZLWK VRFFH training and playing matches gone off for weekends playing tournaments whereas she was just at home doing nothing really.

And were you ever picked on because you played sport?

I was tortured with names like tomboy and being called a man. Mark Morahan used to kill me by picking on me. He would have me in bits some days. My father caught him up by the WKURDW PRUH WLPHV , GRQ¶W NQRZ ZK\ KH XVHG WR GR but other days he would just go really overboard with the name calling. He never was a lesbian but I suppose he was probably too young to know what that was.

If someone told you, you played like a man would you take it as a compliment or an insult?

,W¶V DQ LQVXOW EHFDXVH ZK\ GRHV D ZRPDQ KDYH WR E be seen as competitive athletes? GRHVQ¶W PDNH VHQVH

:KDW DERXW WKH SKUDVH µ\RX SOD\ OLNH D JLUO¶"

7HOOLQJ D IHOOD KH SOD\V OLNH D JLUO ZRXOG SUREDE thing you could tell a young fella on the sports pitch.

What was PE like in secondary school? Did girls take part equally with the boys?

No, girls never took part equally on PE as a whole. Those that were interested did but we were definitely outnumbered. The PE teachers just gave up on the girls that had no interest. They used to just stand around and not take part. But the PE teachers took an interest in us that did like sports. Like Ms Cummins would stop me in the corridors and ask me about UHVXOWV RI JDPHV , ZDV SOD\LQJ L DEDSTOPPING ME LIKE FOR XW V D\ Kerri Power.

:KDW DUH \RX YLHZV RQ WKH FRYHUDJH RI ZRPHQ¶V VSRUW , GRQ¶W VHH ZK\ FRYHUDJH RI ZRPHQ¶V VSRUWV LVQ¶W level to men. I read the sports pages every day and plenty of girls that read the newspaper IURP WKH EDFN SDJH ILUVW HYHU\ GD\ , GLGQ¶W IROORZ QRWKLQJ DERXW LW LQ WKH SDSHU 6DPH ZLWK WKH ZR much about it because the only place to get information about it is online on the leagues own website and yet you have newspapers like The Evening Herald covering things like 12 VFKRROER\V VRFFHU , ZRXOG OLNH WR VHH HTXDO FRYH sports out thereMXVW WKH VDPH DV PHQ¶V DQG LW GRHVQ¶W FRYHUDJH ,I WKH\ WKLQN LW ZRXOGQ¶W EH DV SRSXODU KDV D VHSDUDWH VHFWRU ,¶P QRW VD\LQJ WKH\ VKRXO /LNH WKH\ KDYH PHQ¶V VRFFHU DERXW WKH 3UHPLHUVKLS GRQ¶W VHH ZK\ WKH\ FDQ¶W KDYH FRYHUDJH RI WKH ZRPH \$QG ZRXOG \RX KDYH DQ\ LQWHUHVW LQ WKDW ZRPHQ¶V

Like there should be a WWHUIRUG 8QLWHG WHDP LQ WKDW OHDJXH will take an interest and set one up. All of Wexford Youths players are mostly from Tramore and Benfica and most of them have left now after the first season because apparently the set up down there was useless.

'R \RX WKLQN ZRPHQ¶V SK\VLFD OLPDWLQRQV LQ FRPS -XVW EHFDXVH ZRPHQ DUHQ¶W DV SK\VLFD O\ VWURQJ DV because all the women are the same strength just like the men would be the same strength so u no what I mean. Women are generally skinny but that makes us faster too so our games DUH SOD\HG DW D IDVW SDFH 6D\LQJ WKDW JLUOV DUH W could say the exact same thing about a young fella in my opinion. They have precious bits too that could get hurt.

'R \RX QRWLFH WKDW WKH PRVW SRSXODU ZRPHQ¶V VSR
always posing naked in O D Gayzines?

, ZRXOG Q¶W SRVH QXG of a lot of money anyway. I can see why they do
it does seem to raise the image of the sport. fellas definitely like them sort of pictures
anyway. And you know I suppose it is better for young girls to be able to see healthy looking
women rather than then DQRUH[LF ORRN LQJ \RONV RXW LQ +ROO\ZR
attractive athletes get more attention than talented ones. I mean look at the Williams sisters in
WHQQLV WKH\¶UH GRJV EXW WKHUH EULOOLDQ¶W DW WKH
them in the paper.

:KDW¶V EHHQ \RXU ELJJHVW VSRUWLQJ DFKLHYHPHQW"

Playing for Ireland u15. We played against England, Scotland and Wales in a tournament in
Edinburgh. We lost the final to England. I was playing left back G R Q¶W K D Y H D O H I W
sure I made the best of myself and Lynn were both playing. It was when I was ironed
year so I would have been thirteen or fourteen

\$QG ZKDW¶V WKH SODQ IRU WKH IXWXUH"

,¶P JRLQJ FRDFKLQJ LQ \$PH August until November. I was doing an
FAI course this year and I heard about it through that. Ten of us went for the interview and
two of us got past the interview stage and then I got offered the job as well. I was the only
JLUO ZKR ZHQW the other two were, so I got it. I was surprised I got it to
EH KRQHVVW ,¶G VD\ PD\EH WKH\ ZHUH MXVW WU\LQJ WR
encourage more girls to play the sport, a few female role models like you said yourself.

Appendix C

Fiona Rochford (Wexford GAA dual player) interview, 15 June 2012.

When did you start playing sports so?

I probably started playing sports when I was in primary school. I used to play tennis when I was at home because my mam played tennis and then when I went to primary school I started

S O D \ L Q J * \$ \$ E H F D X V H W K D W ¶ V Z K D W H Y H U \ E R G \ H O V H Z D

That was just at lunchtime then was it?

Yeah It started at lunchtime and then I started training. We used to play with the boys then

E H F D X V H Z H G L G Q ¶ W K D Y H D J L U O V ¶ W H D P D Q G W K H Q Z

playing them.

And what age did you get with the girls team then?

I Q V F K R R O , ¶ G V D \ , h v h g r l s t e a m w h e n o w a s i n f o u n d e s s b e c a u s e w e
used always just train with the boys up till then and then with our club say we probably, we

G L G Q ¶ W D F W X D O O \ K D Y H D O D G L H W a s a b o u t t h e s a m e I V R ,
G L G Q ¶ W S O - D 2 w i t h t h e b o y s a n d t h e n s t a r t e d p l a y i n g w i t h t h e g i r l s t h e n .

Was there many other girls playing with the boys?

TKHUH ZDV SUREDEO\ WKHUH ZDVQW WKDW PDQ\ OLNH
school team and then when it came to playing there was probably about two three of
us.

Right and the schools was probably only like seven aside or something was it?

Am yeah it was eleven aside and we used to have ~~seven~~ tournaments as well so it was
kind of easier to make up numbers.

And when the girls team started ~~there~~ that fifteen aside?

Well it was an adult team that started initially and then we used to play, then we started up an
u-16 team because there was so many, there was a good bit of interest from the young folk
because the men had won like there, they ~~weren't~~ double did I ever tell you about that?

Yeah.

Yeah they won the double in 2000DKDW V ZK\ WKH FOXE NLQG RI WKHU
LQ WKH SDULVK DW WKH WLP and yeah that would have been five or six
aside, proper males like.

And ye had plenty of subs?

Yeah, yeah, particularly with the adult team there was a huge interest so there would have
been huge numbers but am, and then the coverage probably not as many but there was sti
you would have used maybe twelve ~~years~~ playing, thirteen year olds playing ~~16~~.

Oh right. What was the age for the adult?

:HOO , G VD\ , ZDVQW LDVX QG S OEDX WKH ZDV RQO\ W
played from fourteen upwards and like there could have been girls who were over thirteen
SOD\ LQJ OLNH ~~se~~ even, like up to about ~~W~~ or three years ago we had forty
year olds playing and then there was Fiona Bennet, she was about thirteen the first time she
played. ~~S~~ like there was a huge scope of ages ~~Out~~ NH LW V QRW DV LPSRUWDQ
like the physial aspect because obviously a thirteen ~~in~~ DU ROG ER\ ~~Z~~ ~~h~~ ~~o~~ ~~f~~ ~~Q~~ ~~W~~ ~~K~~ ~~D~~
playing against a man but like a tall thirteen ~~in~~ DU ROG JLUO ZRXOGQW EH DV
against a full sized woman.

Why did you start playing sports in the first place then?

\$ P , G R Q ¶ W N Q R Z U H D O O \ , V X S S R V H 7 K H U H Z D V D O Z D \ V
home and then when I went to school kind of I suppose that was what everybody else was
doing. Then when I started playing like, I was alright at it and I kind of enjoyed it and I kept
playing and I kept going from there really.

Was there anyone at home then that encouraged you?

Am yeah, mam and dad always brought us to matches, brought us to training as much
Z D Q W H G O L N H W K H \ Z R X O G Q ¶ W K D Y H O L N H Q H L W K H U R
hurling or football or anything like that, mam played a small bit of tennis. Dad would have
been into horses like but they still encouraged us, brought us around training or
matches, every training and match that was going like so am yeah, they certainly encouraged
us that way yeah.

Right and then like at Christmas and birthdays and stuff did they get you girly stuff or sporty
stuff?

Yeah I probably got hurls and sliotars and that. Like when I was younger I probably got dolls
and stuff but then the older I got and the more obviously into sport I got I would have got
jerseys and I wore a lot of tracksuits and stuff when I was younger so I probably got hurl
footballs and probably jerseys and stuff as well.

And what was PE like? Sure you went to an all-girl V H F R Q G D U \ V F K R R O G L G Q ¶ W \

I went to an all-girls secondary school yeah. Primary school would have been mixed.

And what was PE like then in secondary school?

In secondary school, L U V W W R W K L U G \ H D U L W Z D V Q ¶ W V R E D G E H
participated so there would have been fairly good numbers and you know we did a variety of
things but they would have mostly sports based because G L G Q ¶ W K D Y H D Z K R O
facilities in the school so it was basically we had pitch like so, the was tiny so you
F R X O G O ¶ W R Then once it got to TY we did a lot of different things. We did Gaisce
D Q G W K L Q J V O L N H W K D Y H V S H O Z I H L Z E R X O G O ¶ W K
J R O I D Q G W D J U X J E \ D Q G N L Q G R I W K L Q J V. And then Z H Z R
/ H D Y L Q J & H U W L W N L Q G R I D O O I H O O D S D U W U H D O O \ E H F
girls like we would have like I remember loads of times we had only seven or eight

doing it which was alright too because at least that seven or eight had interest in it at the same time there is very little you can do with seven or eight in a PE class so.

Was it a woman PE teacher?

Ah yeah a woman.

Did ye play camogie or football or soccer?

Yeah I played a lot of hockey when I was in school. Played a bit of football as well so kind of the sports in school were hockey and basketball because I think they kind of thought like everybody, like obviously the GAA is widely available to everybody when they were kind of just trying to provide other sports. Like there be a long tradition of hockey in school so kind of like probably actually the first things we did in PE were hockey and basketball, basically so the teachers could see our teams and stuff. And then it kind of got going from there and sure like you made friends on those teams and like the GAA was in the school but we had fairly good fun on the football teams, you know we used to tip around with them. WH GLGQT W ZLQ DQ\WKLQJ EXW ZH ZRXOG KDYH EHHQ

Would you think then that hockey was so big in the school because like hockey is seen as kind of a girls sport and it was an all-girls school?

Yeah definitely because it was an all-girls school and it's seen as nearly a ladies sport as well
OLNH DQG DV \RX VD\ WKDW TV KDOI WKH UHVRQ , PHD
SHRSOH TV H\HV LV NLQG RI D URXJK Doherty, even for the NLQG
ZKDW TV KHU QDPH 3ULQFHVV ZKDWHYHU KHU QDPH LV .
QDPH LV ZKDW TV KHU QDPH" .DWH 0LGGOHWRQ <RX NQR
a law dee daw sport. So that kind of would have been influenced definitely because the school was all girls and it was like a convent and you now they prided themselves on bringing ladies up. Clearly they failed miserably!

Right so then if you like saw a young fella playing hockey then what would you think of

WHOO OLNH VHH ZH XVHG WR SOD\ DJDLQVW D ORW RI SU
teams and stuff and they thought it was normal. We thought it was odd out because I mean obviously all the fellas we knew played hurling and football and said hockey is kind of,
OLNH ZRXOG KDYH EHHQ SHUFHLYHG DV D ODGLHV NLQG I
lot of time for them. Now that said we used to have games against the boys school but that

was more of a social thing really than anything but we used to have the boys school down from Wexford OLNH WKH\ ZRXOG QTHW SOEDH KRVNFDOO\ KXUOHUV just to pack the games because WKH\ G EH VW UKB Qat was fied LNH that was EHFDXVH WKH\ G bkey\ suppose DOO\ SOD\ K

Yeah. And then your teaching PE in a girls school now. How many girls would you have in PE class?

I suppose the most I have in any PE class where I am at the minute is probably about twenty-five but like you would have taught up to thirty or so which is a lot for a practical class but twenty-four/twenty-five. I L Y H L V Q I W a g a i n R i e E a r e s f r o m c l a s s t o c l a s s h o w interested and how motivated they are, how easy it is to teach them and do different things with them.

Is there many of them with interest in sports?

A J D L Q O L N H L W N L Q G R I Y e a c l a s s t h a t u a r e g o i n g t o t h i r d y e a r F O D V V D Q G W K H \ I U H U H D O O \ I X Q D V L Q \ R X F R X O G O L W H U D O O \ its just, like you know there V y e D o u t o f t h e t w e n t y I R X U W K H U H \ V S u f R E D E O \ them who are interested on sport and that kind of R d s R Q W K H U H V W a r I W K H P N L Q G R I P D N L Q J D J R R I G R W I R H U W F O D N Q H V y e a t M a s s e t h e , I Y H who are just pain I X O 7 K H \ I U H M X V W K N L C C R I W P E B Q W W R G R D Q V transition year classes tend to be a bit lazy anyhow but yeah I d e v e F O D V V W K H U H \ G S be four/five who are really interested T K H Q W K H U H \ G E H H a p p y e z o u g h K e d U H M X L W D Q G W K H Q W K H U H \ V M X V W L Q H Y H U \ F O D V V W K H U H \ V

Is there much of a difference between say the girls that are mad into PE and then the other R Q H V W K D W M X V W F R X O G Q I W E H E R W K H U H G "

In skill like?

More like in attitude and behaviour?

Yeah, definitely. I W I X V W L L Q W K H U \ V W H G L Q D Q \ N L Q G R I V S R U W know like in PE class you W U \ L Q J W R J L Y H W K H P D V 3 E U R D G D Q H V X S S R V H O L N H , G R Q I W a d w e x o d o o n l i n g a n d f o o b a l l a n d s t u f a d R L Q J V R F F H U E H F D X V H L W I c l u b s i n e v e r y w o r k m u n i t y t u l k e i R a B a s Q i s interested you could literally, you know like, ultimate Frisbee and things like are kind of

popular at the minute. I think you know you can do anything with
 WKHP DQG WKH\ DUH KDSS\ HQRXJK WR JLYH LtVBJR HYH
 WKHQ WKH RW just like finding that Mike's working up a sweat they have just
 no interest in SR LW\ V NLQG RI \RX NQRZ \RX KDYH WR WKLQJ
 JRLQJ WR GR DERXW ZKDW NLQG RI D FODVV \RX\UH JRL
 of a thing, try and encourage them all the time, motivate them.

Apparently WKH\H\G massive drop off with girls in sports around twelve or thirteen.
 Would you agree with that and have you any reasons why that happens?

<HDK DP \HDK ., , GRQ\W LNWQVZSUIED EOE than twelve or
 thirteHQ , G VD\ PD\EH I Because like a secondary school, first years are
 fairly enthusiastic and they do, most of them do still play some sort of a sport but I think kind
 of when they move into second year and third year for some reason they W NLQG RI WK
 very influenced by their peers and I suppose the one thing that influences them the most
 seems to be WKH RQH V ZKR KDYH QR LQWHUHV W one GRQ\W NQ
 them are study motivated others are motivated by fellas and stuff like that. KH\ GRQ\W VH
 themselves as being able to do it all I suppose. If they study, play sport and socialise and
 suppose later again once they hit transition year, a lot of them start drinking and going out
 and stuff which again sport often interrupts their socialising time. Once they leave they never
 seem to come back again which is strange they come back until there in their twenties.
 7KDW\ V ILYH without basically doing any sport which is a long time.

So then would you think that girls would be interested in what fellas might think of them if
 they are good at sports seen as sport is more, its seen more as something boys should be
 doing?

, GRQ\W NQRZ , VXSSRV, PPQREVHMKRBDQHH\W\QWPRUH \H
 suppose some of them like to play the girl NLQG RI D WKLQJ OLNH VR WKH
 that kind of a wD\ PD\EH WKH\ GRQ\WQOLNW\VSRRUWHKWHYH WLPH
 FDQ\W KDQJ Dhe have to go to that seven MR\FORFN RU WKH\ FDQ\W
 go out if they are not home from training till nine R\FORFN RU KDOI QLOH , P Q
 P XFK WKH ZHOO , DV , Oas Rnch Low the person to person IG HSHQG
 suppose there is an asp of the girlygirl wanting to be, not understanding the offside rule,
 that stereotype that one might subscribe to.

Do you think you can be feminine and play sports and at the same time?

Yeah I think so As I said like hurling and football and maybe rugby and soccer are probably masculine sports so if you can play that people are going to perceive you as being maybe more masculine but I suppose if you were to, if you want to be, if you have a particular hang

XS DERXW LW OLNH WKH people can play the game perceived as a team. WKDW
YRX NQRZ WKHUH TV KRFNH WKHQ WKHUH TV RX NQRZ GD
PRUH D SULPDU VFKRRO WKLQJ RX NQRZ QHWEDOO YR
:KDW TV RXU RZQ YLHZ RXUVH online sports I suppose. Do you
try and act like woman the whole time?

Yeah well sure I suppose I got an awful lot of slagging from my so called friends. Ah no, sure

FOH DUO\ LW GRH V QH Pw E R A W K O H B W P H Z R X O G Q ¶ W I E H R S ¶ D \ L Q J
know I just love playing sports and I kind of enjoy more than anything. The DW ¶ V W K H U H D V
N H H S S O D \ L Q J , N Q R Z O L N H , V X S S R V H D I W H U D Z K L O H \
at them and that kind of brings you up to the next level. I ¶ W N Q R Z / L N H W K H U
identity thing there as well. You know like playing sports and playing team sports and being
U H F R J Q L V H G I R U L W O D V F X O L W H N V S R Z U S K A V L F X S S R V H V X S S R V
probably like you know the way you take a lot of bruises and hits and knocks and stuff
Z K L F K L V Q ¶ W Y H U \ Q L F H D Q G L V Q ¶ W Y H U \ I H P L Q L Q H E X W
W K L Q N D E R X W L W \ R X N Q R Z W K H U H ¶ V D Q D Z I X O O R W R I J
sports like hurling and football. S R O L N H , G R Q ¶ W U H D Q O S p e c t i v e P o Z i t Z K D W D
but none of my girlfriends would really think a whole lot about it really.

%XW VD\ ZKHQ \RX¶UH KHDGLQJ RXW VD\ RQ D QLJKW RXV
to like the way you dress to come off girly?

YHDK , GRQT W WKLQN WKDW I like Ziploc bags and the only way to wear ZLWH
OLNH VD\ SDUWLFXODUO\ ZKHQ , P WHDFKLQJ 3(DQG , P
lot of tracksuits but I do really enjoy dresses, and wearing dresses and wearing nice clothes
do spend a lot of time in tracksuits but OLNH , GRQT , GHILQLWHO\ GRQT
WKDQ ZKDW D QRUPDO SHUVRQ RU D SHUVRQ ZKR GRHV
know, L Wd related really to sport.

Change of direction now. Right so would you read the sports pages everyday then and do you know many women that do read the sports pages?

LINH , THE UHDEGRXND KUHDG WKH VSRUWV SDJHVf the NH LW
 newspaper, THE UHDG EXW OLNH , THE UHDG WKH ORFDO SDSHU V
 national paper, THE SUREDEO\ OLNH , THE UHDEGRXND KUHDG LQH DQG
 GRQ THE MAIN part, ZRXOGQ THE SUREDEO\ IS WHERE many girls who do
 that? Yeah like maybe , PLJKW UHDG D OLWWOH ELW PRUH WKUR
 probably full match reports whereas other people might only kind of skim through any of
 my friends that are interested in sports I V WKH VDPH DVIDG WKH LQJ
 LQWHUHVWHG LQ VRPHWKH So yeah I suppose I don't know if my friends would G LW
 KDYH D ORRN EXW PD\EH WKH\ PLJKWQ THE VSHQG DV PXFK
 5LJKW 'R \RX WKLQN WKDW WKH SUREDEO\ SDJHV FRYHU Z

WHOO , THE VDPH WKH WKH GRQ THE FRYHU OF I DWHZKAS OTH suppose
 WKH WKH QRW DV PXFK D TXDQWLW\ RI ZRTHQ THE Q THE VSRUW
 PXFK DV WKH\ SUREDEO\ GRQ THE LOCAL paper would be fairly good PH WR
 VD\ EXW DW WKH VDPH WLPH VD\ REYLRXVO\ WKH PHQ THE
 ZKDW WKH UHDEGRXND ZDQW WRR 7KH\ THE JRLQJ WR ZDQW
 happening with the men. Say like THE REYLRXV-DELAND has couple of years
 so like they would have gave us a good bit of a good few column inches you know coming up
 WR WKDW DQG DIWHU WKDW DQG WKH\ THE KDYH KDG LQV
 PDQDJHUV GRQ THE WKH\ UHSRUW VR WKH\ THE EH JRRG W
 IRRWEDOO DV ZHOO DQG WKH\ GRQ THE WKH\ THE DVEZGODH ORW
 really. So you know I suppose success follows success alright.

\$QG GR \RX WKLQN THAT WKH WKH THE ONLY thing in what the public want to
 read?

:HOO , VXSSRVH EXW OLNH DW WKH HQG RI WKH GD\ ZH
 WKH EH DOO DQG HQG DOO ZKHWKHU WKH BEA HILL ELJ Z
 annoying if, you know, like sometimes they misprint stuffoX NQRZ OLNH , WKLQN W
 EHWWHU PRUH DFFXUDWH LQ PHQ THE FINE ROD HOF SCORED OLNH VR
 a point THE ZKHQ LW ZDVQ THE \RX NQRZ VRPHERG\ THE JUST LIKE LG . LQ
 μ2K MXVW JH OR even like say on the radio the first day in the league-final it said
 , FDPH RQ ZKHQ , GLGQ THE FRPH RQ VR PH WR RQ HUDQ DV, QZ
 like I was sitting on the side line for the whole match, you know that kind of a thing. So
 WKDW THE N, IT IS BEING ZHOO more so than anything.

Would you think then though that if there was more articles about camogie in the national newspapers it might actually attract more young girls to play sport? They might see it as more legitimate for girls to play camogie if they saw it in the papers more?

, P Q R W U H D O O \ V X U H W K D W D Z K R O H O b e W o n e s t s o r e K Q J S H R
you know like V R , G R Q W N Q R Z Z K H W K H U K R Z P X F K W K D W L Q
paper does influence them a bit. Well I suppose like personally I started reading the
local papers first but even just from school you would know that they have no interest in
U H D O O \ U H D G L Q J W K H Q D W L R Q D O Q H Z V S D S H U V E H F D X V H
it as relevant to them I suppose and like even though W K H \ S U R E D E O \ Z L O O E X W
know about the national papers. Maybe the local paper alright.

The Irish Daily Star then was the camogie league sponsor. Do you think they did enough coverage? 7.5% of their hurling coverage went to camogie. Was that enough from the sponsors?

To be perfectly honest G L G Q W K D Y H S D S H R R N D W Q D O O V R , F D Q W
imagine that they would have like made a bigger effort seems publishing. They have
direct, you know, they are a paper and that seems like a very small amount considering
they are the sponsors. It would be nice to have you know maybe interviews and that sort of a
thing to make it a bit more exciting.

\$ Q G W K H Q W K H Z R P H Q V V S R U W W K D W V H H P V W R J H W W
W K D W V W K H P R V W V H X D O L V H G V R G e a s p o r t s w r i t e r Q N W K D
dressing skimpy and what not?

: H O O V H H L W M X V W G R H V Q W U H D O O \ Z R U N I R U F D P R J L H
D Q G \ R X N Q R Z Z H K D Y H E U X L V H V D Q G V W X I I V R L W V M X V
the question. It probably does work, P V X U H W K H \ F R X O G S U R E D E O \ V R V
were wanting to go down that line. Maybe off the pitch. L H , N Q R Z W K H U H V D
family, W K H 2 & R W O O P L Y U s i n g
doing some sort of a fashion thing. I suppose if you were wanting to go down that route
that would maybe make the sport a little bit more feminine and it would probably you know
make it a little bit sexy but as regards on the field U H D O O \ G R Q W W K L Q N W K H
particularly in comparison to tennis you can do for it.

So would you say then that the kind of masculine nature of camogie effects its image and the attraction of more coverage?

Yeah to the media I think it does probably not to people like to girls, G R Q ¶ W W K L Q N W why they wouldn't play but yeah definitely R U W K H B H A S O N D L W ¶ V

So why did you take up camogie in the first place then before you discovered you were good at it?

, G R Q ¶ W N Q R i Z o n t e l l y D s u p p o s e s a y , Z R X O G K D Y H E H H Q V H Y H Q say when Wexford won the All-Ireland so I was clearly influenced seeing Wexford win a hurling All-Ireland was probably influential on me and I just remember watching matches on telly and then like because as I said none of my mam or dad would play hurling. Some and my brothers just went out and I remember like when we got, like , ¶ G V D \ , Z D V the first time I got a K W and we were so excited and we just went out purely from watching the telly and then obviously the television and the men playing was kind of, that was pretty cool V R W K D W ¶ V S U R E D E O \ Z K \ , V W D U W H G W F just what everybody does.

Why is it L Q \ R X U R S L Q L R Q W W D W D Q ¶ W H Q ¶ W P V S R R P D W F K P attendances?

: H O O W K H J D P H V D U H Q ¶ W D V I D V W O L N H 6 R O L N H W K H U H , U H O D Q G V E X W O L N H L W ¶ V Q R W D V D W W S O D K e W y g o t W R Q H X a ticket for an All-Ireland final, like if I got a ticket for an All-Ireland final , ¶ G S U R E D E O \ J regardless of whether Wexford were playing But \ R X N Q R Z O L N H , ¶ G S U R E D E O \ if I got a ticket to a camogie All- , U H O D Q G D Q G : H [I R U G Z H U H Q ¶ W S O D \ P D \ E H , ¶ P E H L Q J E L D V E X W D V D S H U V R Q I r e l a n d H a s a neutral.

' R \ R X W K L Q N W K D W K ¶ W M ¶ W S B H F B S W H L R Q W K D W Z R P H Q M like?

Y H D K Z H O O V H H O L N H S H R S O H \ H D K D . O R M \ G I R S ¶ W S O R W H H Q R X J K J D P H V O L N H : K H Q W K H \ J R t h e y k i n d o f j u d g e i t a n d Q G L W ¶ V D \ K µ 2 W V , ¶ O O Q H Y H U L ¶ W ¶ W H e r e a s i n M a y ¶ D b e t h e c a s e . There are some excellent camogie and football games so you know like there are some terrible

PHQ ¶ V KXUOLQJB But I think they are a little more skilful as well. Well skills maybe slightly stronger and they probably are a little more skilful as well. So that just makes it more exciting for the spectators.

So you think men are better at sports?

Yeah. Probably.

So do you think then that the media could play any role in encouraging people to give say camogie a chance?

Well, yeah I think particularly for good games. Like say even the RTE thing ZKD W ¶ V WKDW FDOOHG " 7KH 6XQGD \ *DPH , GRQ ¶ W VHH Is particularly VRQ ZKV the good games. Really like if there is a good game on they should say it was a good game as opposed to just showing all the games like, , GRQ ¶ W suppose they need to accentuate the positives of camogie as opposed to, like, there are some terrible camogie games as well but sure there are some terrible football games that are terrible to watch as ZHOO EXW SHRSOH ZLOO VWLOO JR EHFDXVH WKHUH ¶ V V media can definitely influence people when it comes to games.

Right and last question. Did you have any female role models when you were growing up? Sport wise.

, GRQ ¶ W know. To be honest like DV , VDLG ZH GLGQ ¶ W KDYH D ODGL VXFK VR , you know like ¶ WZR XOGQ ¶ W know as such and I really don't know a lot about camogie or football when I was very young like adult I just played because I enjoyed playing and I was definitely more influenced by men particularly when I started because particularly like as coverage is of camogie and football now it would have been terrible. Say ten/fifteen years ago you know there was definitely nothing about it. Like since TG4 came on it with ladies football they do great coverage of ladies football. You know OLNH WKH \ VKRZ D ORW RI JURXS JDPHV LW ¶ V JHWWLQJ E group senior championships, they show the All-Ireland finals, they show league finals, league semifinals. They show a lot in that it makes it easier to pick out really talented girls and I suppose keep them as role models. Again like, ¶ O O J R SE D r n e s winning the double. That was so like, that was huge for me. I was eleven. I would have been in fifth or sixth class. Like I absolutely idolised so many of those men because I knew them and they were from

you know like they were neighbours of mine. WHUHDV ZH MXVW GLGQ¶W KDY
 ZRXOGQ¶W KDYH UHDG WKH SDSHUV R.U, SUREDEFO\ ZQWOG
 have had mFK LQWHUHVW WKDW¶V LQ WHUPV RI KXUOLQJ D
 ZDWFKHG D ORW RI WHQQLV DQG , GRQ¶W NQRZ , VXSSRV
 you know hurling and football like you know SUREDEO\ ZDV.Q¶W diGO¶W HQRZG
 enough but as I got older the paper like I would have started reading the local paper
 Like, I would have known Kate Kelly who is a seriously great camogie player, she is
 around a good while now. She is thirtone/thirtytwo. This will EH KHU ODVW \H DU , ¶G
 but yeah ah XUH VKH¶V DV JR RQ NQRZYNOLSHRSOH OLNH WK
 shameSKH¶V RQH RI WKH PRVW VNLOIXO FDP RJLH SOD\HUV
 get enough recognition for the skills LNH \RX¶G RIW, hQYKLDV Q\WV QR¶V QH
 WKH HQG RI KHU SOD\LQJ GD\V E hQYKLDV Q\WV QR¶V QH
 the team¶ \RX NQRZ OLNH SOD\LQJ IRU :H[IRUG P¶HQ¶V DQO
 genuinely that goodl W¶V D VKDPH IRU SHRSOH OLNH WKDW PD\H
 recognition for the incredible skills that they have.

Appendix D

Sinead Cummins (Waterford camogie player) interview, 18 June 2012.

When did you start playing sports?

I started playing camogie when I was seven. Then I took up soccer when I was like eleven.

How did you pick it up?

Because of Laura my sister. It was all Laura. It actually was. She used to be wicked good. What did they call her one year? The one to watch out for when she was older. Laura used to play county and everything. I was GWR SOD\ ZLWK WKH ER\ V DFWXDOO\ playing hurling actually.

Anyway so you used to play sports when you were small. Did any other girls your age play sports?

Yeah there was like. K H U H \ V Q R W A G O D Q F O L N H gave up at seventeen. E H F D X V going out and stuff.

6 R Z K \ G R Q \ W \ R X J L Y H X S V R "

% H F D X V H , \ P G H G , L O D W H H G W % H W \ X W K H R Q O \ W K L Q J , \ P J F

So what used you do at lunchtime then in primary school? Used you play sports or hang around with girls?

At lunchtime there used to be me and the other girls that were really sporty we used to play with the boys. We used to play soccer with the boys.

What age were you when you started playing on a proper team?

I played u14 with St. Annes and then my second year with St. Annes I was on the senior team. On the boys team I played up until u 14. After u14.

Were you the only girl playing with the boys?

At the end I was yeah.

And where did the other girls go?

7 KH \ SOD \ HG LQ SULPDU \ VFKRRO EXW WKHQ WKH \ FRXOG of stopped.

Right. Did ye have many players on the U team? Were ye able to field a team and have subs?

Yeah there was like how many? Yeah sometimes we'd be stuck for numbers. When we were younger okay like when I was really young when I was playing 14 and stuff we used to have like really young players like ten year olds playing. But for senior we always had loads.

What was the average age on the senior team?

I was the youngest and then the oldest was twenty one. The average was probably about twenty three or twenty four.

Anyone encourage you at home?

Well like daddy did. Well like they all encouraged me. Even Thomas. I remember I hit a ball out of my hands.

Did your mother play sports?

No. SKH VD \ V VKH GLG EXW VKH GLGQ \ W 2000. WK LQN 7 KDW \ V 2000. SKH GLG EXW VKH GLGQ \ W 2000. WK LQN 7 KDW \ V 2000.

What about football? Do you not play football now?

Yeah I used to play. It was between the two and then I had to pick one. I know when I got RQ WR WKH VHQLRU WHDPV , KDG WR SLFN RQH , DFW football team around like.

What kind of presents used you get when you were smaller off your parents?

When I was younger I used to be a wicked tomboy used to always wear jerseys. I used to never wear skirts. Now, not as much as I was when I was little but I still am a tomboy. You know I just didn't wear a dress. I just wore fatman pants and jerseys all the time.

So Z K D PE like in secondary school?

PE in secondary school. Its grand. Was like all boys though. K , W V OLNH ZKHQ ZH fifth year they started splitting us up. The girls went one way and the boys one way. Like the boys are all intimidating. They are really into it. They are competitive. We do OLNH 3LODWHV QRZ LQVWHDG ZLWK 0U %ULJJV :H GR OR be split up.

Is it just because W K H O R I G V RI JLUOV WKDW GRQ W KDYH DQ LQW <HDK WKHUH V ORDGV RI I go to school what do ye want to do ye want % U to go up to the pitch and have loads of games? Do ye want to go to the gym? Or do ye want to go for a walk? And they all chose to go for a walk.

:K\ GR \RX WKLQN LW LV WKHQ WKDW JLUOV DUHQ W LQW , GRQ W , OLNH WKH\ FDUH ZKD W S H V S O W K W K D Q N H O L H N dope when they are running around. They care what the fellas think.

And would fellas ever be slagging them during PE?

Yeah W K H \ G E n f o r f u c k s s a k e s o m e o n

And what about Mr Briggs?

2 K Q R K H \ G u r f u c k s s a k e s u V R R : H O O K H o z f u c k s s a k e s o n y o u D \ μ) know what I mean.

What school teams are you on?

TKLV \H DU WKH\ <HDK WKL V \H DU WKH\ MX

It was going downhill along. There is football and camogie. Mr Briggs is over camogie and

WKHQ 0U :DOVK \RX NQRZ %LOO\ :DOVK IURP &ORQHD KI

load of convincing to get us a football team. Just to convince the principal and everything

OLNH , GRQ. TWHN QXZV ZKGLGQ TW ZDQW WR SXW LQ D VFKR

Was it because ye were no good?

1R ZH TUH EULOOLDQW :KHQ WKH Jerseys, the really old jerseys\ JDYH

from like ten years ago.

Did you ever play hockey down in Kilmac?

No never did.

Why?

Because I was always playing soccer and camogie and then soccer training used to be on

Tuesday. Camogie training used to be on a Thursday and the hockey training used to be on

Tuesday and Thursday.

Right. And what kind of girls play hockey down there?

Actually kind of more girly girls play hockey.

Do many of the hockey girls play camogie or football or soccer?

Like a few you know. A few fourth years that have nothing to do. They play everything.

So \RX TWLDY enough to play hockey is it?

1R \HDK QR DQ\ERG\ FDQ SOD\ KRFNH\ 1R EXW LW TWV Q

like more you know m H SHRSOH ZKR GRYOU know people who come into

VFKRRO WKDW OLNH ZDQW WR SLFN XS D VSRUW WKH\ Z

hockey.

Because camogie is too rough?

Yeah.

Or because L WDV a manly image?

, P WDNLQJ XS UXJE\ QRZ

Are you?

No.

Why not?

I was asked. I was asked loads of times.

Were you? Did you take that as a compliment?

1R , ZDV OLNH 1R D GZV WZV HOSLWE HFDXVH , OO J
too muscly!

Right so if you saw a young fella playing hockey. What would you make of him?

, G VD\ KH V D OLWWOH ELW JD\ OLNH

So then would you a girl playing camogie is a bit of a lesbian?

1R WKDW V GLIIHUHQW

Why?

%HFDXVH LW V OLNH LWV GLIIHUHQW

But hockey is seen as a LUD V DQG KXUOLQJ LV VHHQ DV D PDQ V

%XW LW V GLIIHUHQW FDPRLH LV WKH ZRPHQ V YHUVLR

Who would you rather go out with? A hurler or a hockey player?

A hurler.

Why is that?

BecauseL W V MXVW D PRUH PDQO\ LPDJH

So image counts?

1R LW V QRW DERXW WKH LPDJH EXW OLNH \RX NQRZ

Well can you understand when fellas say girls who play rugby or camogie are butch and tomboys then?

No.

<RX¶UH FRQWUDGLFWLQJ \RXUVHOI

:HOO D OLWWOH ELW OLNH EXW LW¶V KDUG WR H[SODLQ

Ok. Fair enough. So you said that girls drop off from playing sports

Well \HDK ZKHQ WKH\seventeen. They start going to and stuff.

Would many of your friends have given up?

/LNH DW P\ FOXE 6W \$QQHV ,¶P WKH RQO\ RQH P\ DJH DQ

Really. What do your friends do now?

7KH\ GRQ¶W GR DQ\WKLQJ 7KH\ MXVW JR RXW QRZ

\$QG KRZ FRPH IHOODV GRQ¶W UHDOO\ JLYH XS VSRUWV V is?

\$P , GRQ¶W,WNQRZ WKH\ D, they are more into water like I suppose they love it more than girls.

Do you try to be as much of a girly girl as possible then off the field?

<HDK OLNH , ZRXOG , GR P\ KDLU ZHDU GUHVHVH ORYH /LNH LI VRPHRQH GLGQ¶W NQRZ \RXpoWKH\ ZRXOGQ¶W WKL

Would you want people to play sport?

, GRQ¶W NQRZ OLNH , ZDV WDONLQJ WR WKLV ODG WKDV at me and saying, ¶G ORYH WR V¶¶He looking at me. VSRUW

Do fellas that do know you like that you play?

, WKLQN WKH\¶UH VR XVHG WR LW EHFDXVH and y¶¶WRI WKH SOD\HG ZLWK WKHP , GRQ¶W NQRZ, UWKSEFWWKH\RD¶¶H HO. you¶¶ IDLUO\ LQWR LW. But if you¶¶R OOV SHQV R XOLNH PHGLRF

Q R W W K D W J R R G D W L M. M k e y o u k n o w N i a m h R o c k e t t ? L i k e e v e r y o n e
is always on about Niamh like.

Do you read the sports pages?

Yeah.

Every day?

: H O O O L e a d i n g o n c e a w e e k s a y w h e n T h e N e w s a n d S t a o r T h e M u n s t e r E x p r e s s a r e
out.

Oh you read the locals. Would you read the nationals?

No just local.

Whys that?

, G R Q ¶ W N Q R Z , ¶ P P R U H L Q W H U H V W H G L Q W K H O R F D O

Because there is more coverage of female sport?

No there is actually not that much coverage at all. Just to like read up on the matches like.
(Y H Q W K H P H Q ¶ V P D W F K H V O L N H

So what would you make of women not getting any coverage in the papers anyway?

Am, its bad. I remember when we won the A H I a n d t h e r e w a s a b s o l u t e l y n o t h i n g a n y o f
the papers in Waterford and then when they boys won the Munster this year it was all over
the papers and it was in the same division as us but they only won the Munster and
the actual A H I r e l a n d .

Why do you think that is?

Obviously more people are more interested in the boys like. Like you only get a rare few that
would be interested in the girls. Like its only really the parents.

' R \ R X W K L Q N W K D W M X V W E H F D X V H Z R P H Q D U H Q ¶ W Y H U \

No like I think women can be just as good as men

: K D W Z R X O G \ R X U D W K H U J R W R V H H " \$ P H Q ¶ V P D W F K R U

, P Q R W J R L Q J W R O L H S U R E D E O \ W K H P H Q V P D W F K

How come?

, W V P R U H L W V W R G R Z L W K W K H F U R Z G W K R X J K W R R
Z R P H Q V P D W F K D Q G \ R X N Q R Z O L N H D F U R Z G S X W V D J R
' R \ R X W K L Q N O L N H W K H I D F W W K D W Z R P H Q D U H Q W D V V

Well no because women match the same as women.

Did you have any female role models growing up?

\$ P Q R W U H D O O \ , U H P H P E H U Z K H Q , Z D V O L W W O H , X V H G
, P R O G H U O L N H L W V M X V W O L N H R O G H U J L U O V L Q P \ F O

What about anyone from say Wexford, the All-Ireland champions?

Well no. It's like more girls from my club that were on the county team and like I know we
only won Junior but it would be more of them kind of.

Is that just because you them?

Well yeah because , N Q R Z W K H P D Q G \ R X N Q R Z K R Z P X F K H I I H F W
and like when they got the little star yolk.

\$ Q \ J X H V V D E R X W Z K L F K Z R P H Q V V S R U W J H W V W K H P R V V

Tennis?

Yeah.

You could see that though.

Whys that?

Because R I W K H V N L P S \ R X W I L W V D Q G V W X I I D Q G O D U L D 6 K D U

So do you think that a good way to raise the profile of a sport?

1 R Q R W U H D O O \ , W V Q R W D J R R G Z D \

Why?

IWTV QRW OLNH JRRG ZKDW ZLOO , VD\ , GROYW NQRZ
know if I wanted to play tennis id think I have to be really pretty and really skinny.
&DPRJLH ,WTV QRW EDVHG RQ ORRNV OLNH LWV PRUH D

Appendix E

Damian Lawler (Journalist) interview, 19 June 2012.

So do you think the media plays an important role in society?

Yeah I do and I like the sports game last night for example. He got a two year contract and , WKLQN WKH PHGLD QRZ RYHU WKH QH[W ZHHN RU WZR Z put pressure on for a review of Irish football DDOO DQG WKH\TWO SXW SUHV VXUH Trapatoni. So even though Trapatoni has a two year deal that brings us up to the next World Cup the media will play an awful important part in whether he sees that contract through David.

Right and then what role would you think sport plays in our society?

Well sure look sticking on the same theme I suppose right now it's everywhere in Ireland. People are struggling to pay their mortgages. Every time we turn on the radio all you hear is Troika, recession, unemployment. Young lads like you especially coming out of college and all that, your fear will be coming out of it without a job and all the rest of it. So what did sport do over the past few weeks? It gave the whole country a lift and it put Ireland RXW WKHUH LQ D GLIIHUHQW OLJKW DQG , GRQW WKLQ Fields of Athenry to celebrate the soccer team. I think more resilience of being an Irish person and KDW WKH\TWO OLYH WKURXJK DQG WKH\TWO ILJK an awful, a massive part in Irish life.

And then I suppose getting down to it why do you think that women are so badly represented in the sports pages?

, W K L Q N L W o m e n ' s R u g b y a n d I t h i n k t h a t t h e E i r c o m L e a g u e i n m y o p i n i o n d u r i n g t h e s e a s o n g e t s w a y m o r e c o v e r a g e t h a n i t d e s e r v e s b e c a u s e I t h i n k s o m e t i m e s t h e c r i t e r i a i s t o j u d g e a s p o r t i n g e v e n t b y t h e a t t e n d a n c e o r t h e g e n e r a l i n t e r e s t i n i t a n d a l o t o f t h e P D \ E H V S R U W P L J K W Q W E H W R R F R P S D U D E O H W R W K H C m a t c h , a h u g e m a t c h o r a f o o t b a l l m a t c h . t h i n k t h a t s o m e t i m e s , i f t h e T V s p o n s o r s h i p L Q W H U H V W Z R X O G Q \ W E H W K H U H W K H Q P D o f t h a t b u t K H S U L Q M X V W G R Q i f y o u w i n e d t h e l a d i e s s p o r t . I t h i n k I r i s h b a s k e t b a l l m i g h t b e s t r u g g l i n g f o r a b i t o f c o v e r a g e a n d I t h i n k t h a t i n y e a r s g o n e b y i t s o n l y v e r y r e c e n t l y , i t s o n l y i n t h e l a s t t e n y e a r s t h a t r u g b y h a s g o t k i n d o f c o v e r a g e . I s t a r t e d o f f w i t h t h e I r i s h D a i l y S a r m a y b e W H Q \ H D U V D J R D Q G , \ G V D \ \ R X \ G E H O X F N \ W S J H W W Z r u g b y w e n t o f f t h e n a n d t h e y m a d e a v e r y s u c c e s s f u l p r o d u c t w i t h t h e H e i n e k e n b r i n g i n g I t a l y i n t o t h e S i x N a t i o n s D Q G Q R Z W K H \ \ U H V W D U W L Q J W R J H W Z R X O G Q \ W V D \ L W \ V M X V W O D G L H V V S R U W V W K D W V X I I H L a s w e l l t h a t h a v e h a s s e r i o u s p r o b l e m s a s w e l l .

Do you think then that newspapers are just responding to market demands?

Y e a h l i k e I m e a n I w o u l d s a y f o r t h e A l l e l a n d l a d i e s f o o t b a l l f i n a l y o u m i g h t g e t 20,000 b u t f o r t h e l a d i e s c a m o g i e f i n a l y o u m i g h t g e t m a y b e 9,000/10,000 . O b v i o u s l y i f y o u h a d 40,000/ S H R S O H D W W K R c o v e r a g e w o u l d b e f a c t o r e a t h i e r a n d I t h i n k m a y b e t h a t t h e o r g a n i s a t i o n s n e e d t o f i n d a w a y t o m a k e t h e c o m p e t i t i o n s m o r e a t t r a c t i v e t o s p e c t a t o r s t o t r y a n d r e e l i n m o r e f o l l o w e r s a n d t h e n m a y b e t h e m e d i a m i g h t a c t o n t h a t . I W K L Q N W K D W \ W o f W K H K D U V K U H D O L

W e l l I w a s t a l k i n g t o a f e w a t h l e t e s a n d t h e y w e r e k i n d o f s a y i n g L i n e u p o f a c a t c h 22 s c e n a r i o b e c a u s e t o m a k e t h e g a m e m o r e m a r k e t a b l e t h e y n e e d t h e m e d i a t o p r o m o t e i t t h e m s e l v e s s o w h a t w o u l d y o u s a y t o t h a t ?

< H D K , \ G D J U H H V Z K M Q N \ W K D W \ W o f W K H p o s i t i o n . Y o u l o o k a t i t a t t h e m o m e n t D a v i d I f \ R X \ U H D Q , U L V K V S R U W V I D . R u g b y m a s s e , P R P H C s o c c e r P D V V L Y H \ R X \ Y H i n p a s s i v e p o s i t i o n f o r D a i l y S u n i n f o r m a t i o n . S o y o u k n o w t h e f e m a l e s p o r t s o r w h a t e v e r l i k e s a y K a t i e T a y l o r a n d a f e w m o r e l i k e t h a t , y e a h t h e y a r e f i g h t i n g a l o s i n g b a t t l e . T h e y d o n e e d t h e m e d i a L w o u l d h a v e w o r k e d w i t h a l o t o f

groups over the years trying to promote Z R P H Q ¶ V but so far know. Like for an All Ireland final camogie a few years back I spent three or four hours doing an interview with a girl who was actually playing in the final and the interview was never used by the newspapers and it was just dropped because it was a camogie piece and the thought that was just the handiest piece to drop. Why? I suppose because the coverage is based on what they perceive the general interest to be and some of the media would find it, would actually work very hard to try and promote women sports a lot more ultimately your dealing with cut and thrust and the sports editor will turn around to you and say P R Q O \ S U L Q W L Q J V W people will read about ¶ D Q G D O R W R I W K H W L P H V W K H Q W K D W ¶ V Z K country.

Do you think the Q W K D W L W ¶ V M X V W W R G R Z L W K W U \ L Q J W R V H C

Yeah well if you walk down any street in Ireland any given X Q G D \ \ R X ¶ O O E H D E O thirteen Irish newspapers and that ~~ans~~ the competition is massive ~~hat~~ means that the headlines have to be very ferocious They have to be looking for you say competition in the market place A lot of the time then speaking from a GAA perspective, sports editors Z R X O G Q ¶ W Q H H G W K D W N L Q G R I V W R U \ L Q O D G ¶ V I R R W examples, last year ironically enough the ladies football and camogie got way more coverage R X W R I W K H + X Q N \ ' R U \ D G V \$ Q G Z K H W K H U L W ¶ V U L J K W I D E R X W L W E X W , G L G Q ¶ W U H D O O \ ¶ Y G E G W K D W C o v e r a g e E H F D X V R X W R I L W Z K H W K H U L W ¶ V J R R G E D G R U L Q G L I I H U H Q W D N Q R Z , W K L Q N W K H U H ¶ V D F W X O D O O \ a n d t h e l a d i e s f o o t b a l l c o v e r a g e s h o u l d b e a s h a m e d o f t h e m s e l v e s i n W h a W K H \ ¶ U H V R V O R Z W R S L F N X S F H I ladies football association in particular, like the electronic clock, the pick up off the ground, W K H \ ¶ Y H D F W X D O O \ O H G W K H Z D \ L Q W H U P V R I S O D \ L Q J suppose to be S R , W K L Q N W K D W E R W K R U J D Q L V D W L R Q V D U H Z H P S O R \ H G I U H H O D Q F H M R X U Q D O L V W V D Q G V S R U W V D J H Q Q R W V X U H W K H U H ¶ V D Z K R O H O R W P R U H W K H \ F D Q G R W R

Right and I suppose you yourself, would you like to see more equal coverage in the newspapers and do you think that would be fair were it to happen?

Well I think, I have absolutely no problem with it if you read the papers on a May David and you might have twelve reports of qualifier games you might have your own county of Waterford footballers playing Leitrim and it might get a page in a tabloid but yet a league

final for ladies football might only get twelve paragraphs. PS, I G K DYH QR SURE OH ladies IRRWEDOO ILQDO JHWWLQJ PRUH FRYHUDJH WKDQ D whatsoever And I think that the challenge they face is trying to get off the, at the moment ODGLHV VSRUW FDQ RIWHQ EH SXW LQW Ry Dr fishing and ZKHUH I think then the challenge then is to get away from that David. They need to find ways to get the advice of the PR people but their best kind of competitors out in front bet medial was doing a radio show last year like and we used a Geary the Cork camogie player and she ZDV RQ 79 DV ZHOO DQG WKH\ UH WKH NLQG RI SHRSOH SHRSOH FRPLQJ WKURXJK DQG Ght improvement over the past five or six \HDUV LI , P t With you about David.

What kind of instructions would sports editors get off the main editor regarding P HQ V coverage would you know?

, I G VD\ YHry little in what you know unH VV LW V . DWLH 2715 FOR UN IR UR UH ELJ IDFHV OLNH WKDW , I Wk them like a rash O say Rwhladies EH DOO football league or a camogie league finally think the general editor ould show very little interest. I would be up to the sports editor to fill the space.

With the last two years the, ULVK 'DLO\ 6WDU KDYH EHHQ VSRQVRULQJ basically just have a one article roundup summing up four or five games. Do you think they should be doing more than that seen as they are the mainstay of the competition?

Yeah I possibly do LNH WKH\ KDG WKHLU ORJRV HYHU\ZKHUH DW what the major problem would be maybe devoting a page to that round up on a Monday considering that they have a twentyfour page juniorsoccer pullout on a Wednesday So if I was the ladies football association, I be pushing for a page of roundups on a Monday definitely David. So while there has been a lot done over the past five or years you could do more as well.

Because the athletes V , YH WDONHG WR WKH\ VDLG WKH\ GRQ V there is nothing in there for them. They read the locals instead.

Well with the local newspapers you probably have up to eight pages to fill every week with general news and sports You need to be kind of soaking up every bit of information or even W WKDW V JRLQW RQ DQG D, WKWQ PRUH UHVSHFW IRU Z local level because people are a lot more tuned in you take it from a GAA UHSRUWHU V

perspective' D Y L G \ R X F R X O G J H W K F S O R O I G H T S D A B O U T H I C A H E A D L I N E S ¶
Y R X K D Y H Z D \ P R U H J D P H V D W K X U O L Q J R U I R R W E D O O W K
is ferocious on journalists who might have to do seven or eight stories a day. So you ¶ U H J R L Q J
to find then the female sport representation is going to really have to be put on a plate for a
M R X U Q D O L V W W R G R D W Q D W L R Q D O O H Y H O D Q G W K D W ¶ V
2 N D \ 7 K H Q G R \ R X W K L Q N W K H O R Z F R Y H U D P U B L I C ¶ I Z R P H
S H U F H S W L R Q W K D W Z R P H Q M X V W D U H Q ¶ W W K D W J R R G D W

Yeah I think it ties in with it. But so does the attendance levels as well because you know
apart from maybe four or five games a year with ladies football and maybe one or two games
a year with camogie the general attendance level would be low enough anyway. David
think the media would receive one and the two of them will tie together and as I said to
\ R X E H I R U H X Q O H V V W K H U H ¶ V D F R Q W U R Y H U T A T H E C H L W K H
was a few controversies a few years ago with certain ladies players leaving the country,
W K D W ¶ V W K H R Q O \ U H D O N C O V E R A G E . K I T I C K T H A T M A Z I N O N T H A T H E M E D I A
will focus on attendance levels for the rest of the year

5 L J K W D Q G W K H U H Z D V W K L V D U W L F O H L Q E \ . H Y L Q O
G H V H U Y H D Q \ F R Y H U D J H E H F D X V H W K H \ M X V W Z H U H Q ¶ W
widely held view among the media?

Oh no. , Z R X O G Q ¶ W D J I U I N K Z A T T H E S T A N D A R D O F L A D I E S F O O T B A L L , t h e s t a n d a r d
of camogie is excellent and think it has improved Especially camogie has improved a lot
think you look at what Katie Taylor has done. S H ¶ V W K H J U H D W H V W E R [H U Z H
male or I H P D O H V R , Z R X O G Q ¶ W D J U H H Z L W K W K D W D W D O O

Do you think that the physical limitations of women kind of makes their games inferior?

\$ P Z H O O - H V X V a i g h t t o K a t i e ¶ T a y l o r a n d D e V a l 5 R X U N H , G R Q ¶ W V H
limitations there. I think W K H \ ¶ Y H S X W L Q P D O H D W K O H W H V D J D L Q V W
it very hard to keep up with her. I think that ladies soccer internationally is played at an
excellent level as well.

I suppose then W K H a g e n e r a l c o m p l i m e n t t h a t w o m e n a r e g i v e n K S D W μ V K H S O D \ V O
P D Q ¶ : R X O G \ R X V H H W K D W D V L D I N F O R S O C I A L R O L E S W R U G R \ R X

<HDK ,¶G VD\ WKDW¶V LJQRUDQW WR EH KRQHVW ZLWK \n
nor there Like I mean sometimes a man might not type that well himself so I think as a
IHPDOH DWKOHWH \RX¶UH RQO\ GRLQJ LW WR GR WKH EH
UHVSHFW RQ \RXU RZQ WHUPV \RX¶re comparing to a woman on another team that's fine but
achieve a certain standard , ZRXOGQ¶W DJUHQH RZ ZMK ,WGB¶W¶WLWKH
media would be like that either David.

And then you have gender labelling where instead of football its ladies football and instead of
rugby its ZRPHQ¶VE\ 'R \RX WKLQN WKDW¶V VWDWLQJ WKH \n
real thing?

Yeah well there definitely is a perception out there yeah definitely but if you called it gaelic
IRRWEDOO ZH¶G JHW FRQIXVHG .But I just think that how the branding of the Heineken
the gender labelling is a problem ZK\ GRQ¶W WKH\ JR Raht secure a
sponsorship with Coca Cola and call it the Coca Cola Cup Where everybody automatically
knows that it is a ladies competition but there's a bright, quirky sponsorship there with lots of
possibilities as well So rather than getting bogged down in things like that you could maybe
go off and try and secure a kind of a quirky sponsorship that might help matters.

\$QG WKHQ VXUH , VXSSRVH ,¶OO ILQLVK XS RQ WeLV 'R \n
media rather acting as a vehicle for social change and kind of challenge these stereotypes?

:HOO VHH ZKR LV WKH PHGLD" :RXOG \RX EH WDONLQJ V
WRWDOO\ GLIIHUHQW RXWORQDQW to Gate of football and get GRZQ
three JUHDW VWRULHV WKDW ZRXOG FRPH RXW RI WKDW WH
them in the SDSHUV ZKDWVRHY Waterford Football and what the hell would
read them So I would know five or six great stories in canteen or ladies football circles
David but and I believe passionately in what I write about EXW WKDW¶V QRW WR V
would agree with me. He was V WR VHOO SD Swatiny IR the Media where aD WZR
lot of people on the ground would be true and they¶¶ be passionate and all the rest of it
but sometimes at a higher executive level the job and the pressure to sell copies of
newspapers So can you see the conflict there straight away David?

Yeah.

So there is a conflict like. Basically ~~it~~ would feel that the ladies just to conclude this now, I would feel that the camogie and ladies football have made great strides in the past few years ladies football are a bit better in fairness but a general working journalist these days is under massive pressure, new sponsorship in and may have press conferences and maybe putting forward a girl who is on a team and she might be from a famous family there might be a few All Irelands in the family and maybe get her to sit down with her family as part of an interview to get the general sports coverage. But because it is a constant battle market is dying off badly. You know a lot of stuff is internet and online journalism so you well Dave.

Appendix F

Pat Nolan (Journalist) interview, 19 June 2012.

So do you think the media plays an important role in society and why?

Generally speaking?

Yeah generally speaking.

Ah yeah of course it does. I think Ireland has more media coverage than other countries. If you look at the size of the country, four million people, which is a small enough country, it has five local newspapers.

Right and then in general again do you think sport plays an important role in society?

Yeah, very much so. I suppose you only have to look at the European championships over the last few days. I think the Irish soccer team in particular have the ability to unite the country more than anything else and I would have thought maybe rugby would have passed out soccer in terms of that over the last seven or eight years but you know if you compare now the reaction to the rugby World Cup last year like there was a lot of interest in the Euros despite the fact that you know Ireland were never really going to make a serious impact in the tournament. But yeah sport is as much a part of it as anything else.

VKH¶V \R XHQR ZV KRXJK VKH GLGQ¶W TXLW HZ RZLOGDQ W OVP
 VKH¶V KHOG LQ DQ\ ORZHU HVWHHP WKDQ 5RQQQLH 'HODQ
 suppose as a national treasure. Unlike the same with Michelle Smith when she was
 successful. Now obviously her link to drugs affected her popularity but I think in individual
 sports females are treated on an equal footing with their male counterparts. This is another
 example of that. You know Wimbledon, all these Wimbledon, the US Open, all those
 tournaments enjoy 50/50 coverage in terms of male and female participation of TV and print
 media. So I think that there is a difference between individual female sports and team sports.
 I think females seem to be able to hold their own adequately 50/50 with men in
 individual sports but in team sports.

Would you think the fact that individual women get more coverage than say team sports has
 anything to do with the kind of negative stereotypes about women who might participate in
 team sports? You know the butch/tomboy stereotype?

, ZRXOGQ¶W KDYH WKH K Suppose where there is that stereotype to a certain
 extent but, ZRXOGQ¶W WKLN WKDW KDV DQ LPSDFW WR EH K
 widespread either in terms of you know WKHUH¶V SOHQW\ RI ZRPHQ ZKR DU
 own individuals O VSRUWV ZKR GRPDLQ WKH category that you describe. I
 think a big part of it is that LQ VD\ WDNH WHQQLV IRU H[DPSOH OI
 tournaments are played on the same stage as say, take Wimbledon. TKH ZRPHQ¶V DQG PH
 WRXUQDPHQWV JR KDQG LQ KDQG WRJHWKHG by you WKH VI
 know where the Ryder Cup and the Solheim Cup are two different things you know. Women
 have their own TXU LQ JROI ZKLFK GRHV LWV RZQ WKLQJ DQG \
 ZLWK WKH PHQ¶V WRXU LQ WKH ZD\ WKDW LW GRHV ZLW
 single reasons why the women's sports particularly in tennis enjoy the same status as the
 men's. And maybe perhaps, if you look on par with the All England and Camogie final it probably
 ZRXOG KDYH D ELJ LPSDFW RQ WKH SHUFHLWHLG ON HLGLFNL
 something that the Camogie Association might push for at some stage. It is unlikely to happen
 in the near future but it would probably go a long way towards boosting the perceived
 credibility of the ladies games.

5LJKW , VXSSRVH JRLQJ EDFN WR WHQQLV WKHQ DQRW
 sexualised sport as well with the women so do you think that plays into its popularity?

Yeah it would yeahIt definitely would.I suppose lots of like a lot of these women tennis players are you know S K R W R J H Q L F D Q C seen Vax S S R R o m s i n M o d e l T w a y s S R \ H D K , Z R X O G V D \ W K D W \ V G H I L Q L W H O \ V R P H W K L Q J , V plays into that too. I would say that definitely helps and I suppose the sport often plays up to that too.

Yeah. And then before the finals last year for the men and ladies football you had the Hunky Dory ads came out and I know they were nothing to do with the associations but that played on the sexualisation stuff as well and that kind of got the sports a bit of coverage so would you think that could be some route that they could go down or do you think that would

EH «

Is that the one where, what exactly was that again?

The Hunky Dory ads where the wans were in bikinis kicking footballs around the place.

And what did it say again?

Are you still staring at myrisps?

And was it a gaelic football thing?

Yeah it was gaelic football but it came out just before the camogie and final.

5LJKW , NQRZ +XQN\ 'RU\ V KDYH WULHG WKDW D IHZ WL

Yeah they did it a few years back with rugby. About three years back I

1R , WKLQN WKDW V D ELW GLVWDQV We slightly offended by WKLQN
WKDW , GRQW WKLQN , WKLQN WKDW V MXVW WDNLQJ

<RX GRQ¶W WKLQN WKDW¶V D URXWH WR JR GRZQ"

No , GRQ\Wt May we'd New Results for them XW , GRQ\W WKLQN LW ZRX
RI WKH VSRUW DQ\ IDYRXUV LQ ,WKAH people care you know DQG ,
conservative by nature., GRQ\W WKLQN WKH *\$\$ FRPPXQLW\ ZR\
appreciative of something of a campaign like that and entice more of a younger crowd but
,\P QRW VX latitude to have LV WKH

:RXOG \RX KDYH DQ\ VXJJHVWLRQV DERXW KRZ VD\ FDPRL
selling the sport better to the media to attract more attention?

Well I think there doing pretty well as it is like I said to you earlier camogie and ladies
football get greater coverage than female sports in other countries and I suggested earlier I
think a problem with that is that the ladies football and camogie are their own separate
bodies, independent of the GAA. RZ WKDW\HODWK LQ VRPH ZD\V DQG L
weakness. Like I said to you earlier if there was by chance a way that they could get more
ODGLHV IRRWEDOO JDPHV SOD\HG GRXEOKH think I said if UV SHU
you stick the All-Ireland camogie finals on the same day as the hurling final that would be
huge for the games. I think they need to be a lot more rigorous when they set their
fixtures. There was an incident a few years ago when Wexford were playing the same day as
Wexford hurlers might have been playing Dublin in Croke Park. There was a clash which
was completely you know shooting yourself in the foot for the Camogie Association. You
have to read things well and not try and take on supporters, take on the GAA in terms
of support. I think the initiative to have the 21 finals with the camogie finals a few years
ago was a good one and it was the GAA that pulled away from that. But giving an example of
what I was saying earlier, see how tennis is aligned with the ladies tennis is very clearly
DOLJQH ZLWK PDV\W DHEQ\SDUW RI ZK\ ODGLHV WHQQLV
WR PHQ\V WHQQLV (VSHFLDOO\ VLQFH , WKLOOH WKH SUI
made equal for the ladies events which was long time coming but anyway I would say if
they align themselves, try to align themselves more. SDUWLFXODUO\ ZLWK IL[WXUH
events it would help. But then again the GAA usually have their own agenda in terms of
GRXEOH KHDGHUV \RX NQRZ WKH\ ZDQW WR FRPELQH L
SDUWLFXODUO\ WKH ODWWHU HQG RI WKH FKDPSLRQVKL
again I think the coverage of it over the last few years I suppose, no matter how much
coverage you get you will always want more. But I would just say generally speaking,
relatively speaking the coverage they get is quite good.

5LJKW DQG ZH\OO VD\ MXVW WXUQLQJ DZD\WKH *\$\$
\RX VD\ VR LW\V NLQG RI WKH 352V DQG WKH DVVRFLDWL
just blame the media?

Yeah they do need to be more proactive. Like I think a lot of PR people in various sporting
bodies will get a bit exasperated. ZKHQ WKH\ GRQ\W JHW FRYHUDJH EXW

proactive LLNH , WKLQN WKH)\$, PLJKW , P QRW bW XdH LI WK know they will have their own person supplying copy for the matches like u21 teams are playing a match or the u18 teams are playing somewhere believe the FAI have their RZQ SHUVRQ ILOLQJ FRS\ IRU WKDW 1RZ , P QRW VXUH WHDPV EXW WK DGR\LVQ R Q M ZDQ GRWKDW V ZKDW WKH & DPRJ the Ladies Football Association, where they have a journalist working for them who does the matches for them that day and they issue a copy free of charge to the papers. KDW V D JR LGHD DQG WKDW PHDQV WKH VSRUWV does for the copy RHVQ V EHFDXVH \RX NQRZ ZLWK EXGJHWV EHFRLQJ VR FRQVW WKLQNLQJ \$QG , WKLQN WKDW V VRPHWKLQJ IHPDOH VS doing it already but again the ladies in terms of rugby and V R F F H U , G R S Q P W M H 7 did well last year and they got a fair bit of coverage like if that was a male team would they KDYH GRQH PXFK PRUH FRYHUDJH" , ZRXOGQ V KDYH WK right good coverage. The Irish women V U X J E \ WHDP WHQG WR IHDWXUH programme during the season. Now against that you have the 2015 Six Nations games are generally shown live on the Friday nights. Could the ladies push for the same? Possibly. \$ J D L Q L W V e k d b a p p e n i n g anytime soon and again it goes back to what I said earlier when you look at the ladies games in rugby D W W K H 6 L [1 D W L R Q V W K I played at club grounds which, you know, say small crowds at. So against that backdrop \RX NQRZ L W V K D U G W R M X V W L I \ V K R Z L Q J L W R Q O L Y H W Irish rugby team, women get all their major games carried by newspapers. Again I think it KHOSV WKDW WKH \ U 2 0 s a n d s e n i o r m e n s Q u a l i f i c a t i o n s g e t t i n g b a c k t o what I said earlier I think given the public interest that is in these events and how interest LVQ V Z L G H V S U H D G , W K L Q N W K H \ U H G R L Q J Z H O O W R J H

As a sports writer so what kind of instructions would ye get off editors? Would ye be encouraged to seek out stories about women?

\$ P Q R , Z R X O G Q V E H G E R H W G W R F R D U n d e r s t a n d i n g t h e c o n t e x t I E X W Z R X O G Q V E H O R R N L Q J I R U V W R U L H V D Q \ Z D \ i e a n d W H U P V O D G L H V I R R W E D O O % X W Q R W K D W O H Y H O R I S U H V V X U H Z , G E H D P D J H G L I W K D W V W K H F D V H I R U D Q \ V S R U W V H G

Is it a case of just focusing on what the public wants to read to sell the paper?

That's why I like to see some of these stories, HQ ZL
 WKDW I like to see some of these stories, HQ ZL
 footballers and a strong story about the Leitrim footballers, the Dublin story is always going
 to have preference because that's the more people are interested in. KD W I like to see some of these stories, HQ ZL
 VRXQG GLVUHVSHFWIXO 7KDW I like to see some of these stories, HQ ZL
 effort when the All-Ireland finals come around. I always make the effort to be at the pre
 match press conferences and stuff like that for the ladies finals in camogie and football and
 generally cover the finals then as well. Most papers would nearly rely on the free copy from
 WKH DVVRFLDWLRQ ZKHWKHU LWV FDP RJLH RU DGLHV
 encouraged to do it. I just do it myself because I could probably get away with doing it but I
 WKLQN WKH I like to see some of these stories, HQ ZL
 SOXV VR , WKLQN I like to see some of these stories, HQ ZL
 newspapers.

Would you say the public interest in Gaelic games is kind of inferior to the public interest in football?

:HOO , ZRXOGQ I like to see some of these stories, HQ ZL
 I ZRXOG V D I like to see some of these stories, HQ ZL
 of questions. Yeah I think that has to be part of it. Now in other sports like you know tennis
 SHRSOH V D I like to see some of these stories, HQ ZL
 PD\EH LW I like to see some of these stories, HQ ZL
 The whole strength thing. Sure, DWXUDOO\ WKH PHQ I like to see some of these stories, HQ ZL
 physical TKDW I like to see some of these stories, HQ ZL
 GRZQ WKH FRPSHWLWLRQ GR DOO WKHVH WHDPV PDWFK
 DW WKH OHYHO , I like to see some of these stories, HQ ZL
 competitions train as hard as middle of the road WHDPV LQ WKH PHQ I like to see some of these stories, HQ ZL
 WKLQN VR \$QG I like to see some of these stories, HQ ZL
 team have a game coming up shortly because it clashes with some Westlife concert which
 \RX NQRZ ZKHQ I like to see some of these stories, HQ ZL
 SHUSHQGLFXODU ZLWK WKH OHYHO RI FRPPLWPHQW WKDV
 county level. Now maybe commitments gone over the top but WKDW I like to see some of these stories, HQ ZL
 you know female sports I like to see some of these stories, HQ ZL
 UHDVRQ IRU WKDW LV WKDW WKH UHZDUGV DUHQ I like to see some of these stories, HQ ZL
 NQRZ WKH I like to see some of these stories, HQ ZL

every GAA player can aspire to play in front of a decent crowd at some stage. And even regards what standard he is playing at there is a certain public profile that goes with it. In terms of recognition really I suppose with ladies football its **only** the top teams that get the coverage at the latter end of the year which maybe helps them justify the effort t

W K H \ T U H S X W W W Q V I D Q G R I U I F X O R W , R Q H

Appendix G

J L P 2 ¶ 6 X Q O u n a l i t y I n t e r v i e w , 19 J u n e 2012

, ¶ O O V a i r y g e n e r a l I s u p p o s e . W h a t d o y o u t h i n k t h e m e d i a p l a y s a n i m p o r t a n t r o l e t o s o c i e t y ?

W e l l p e o p l e d e p e n d o n m e d i a f o r i n f o r m a t i o n a n d h a p p e n i n g i m p o r t a n t a r e a s l i k e g o v e r n m e n t a n d n e w s o f t h e d a y . I s u p p o s e i t a l s o s e r v e s a s a m e a n s o f g u i d i n g p e o p l e , h e l p i n g p e o p l e t o u n d e r s t a n d t h e n e w s .

Y e a h a n d t h e n f a i r l y g e n e r a l a g a i n d o y o u t h i n k s p o r t p l a y s a n i m p o r t a n t r o l e i n s o c i e t y ?

: H O O , V X S S R V H \ R X F R X O G V D \ V S R U W L V D Q D Q W L G R W H t h e r e . A p p r o p r i a t e l y l o o k D W Z K D W ¶ V K D S S H Q L s u p p o s e a b e t t e r e x a m p l e w o u l d b e K a t i e T a y l o r W h e n s o m e b o d y e x c e l s a t s p o r t a t w o r l d l e v e l a s i t w e r e i n h e r c a s e i t r e a l l y u p l i f t s t h e m o r a l e o f p e o p l e . W h e n t h e I r i s h t e a m d o e s w e l l f o r e x a m p l e i n I t a l i a 90 , i t g i v e s a g r e a t f e e l i n g o f e u p h o r i a .

D o y o u t h i n k t h a t w o m e n g e t f a i r c o v e r a g e i n t h e m e d i a

7 R X Q G H U V W D Q G W K D W V W D W H P H Q W J H t o t a l c o v e r a g e . , Z R X O O Y o u w o u l d q u a l i f y t h a t s t a t e m e n t b y s a y i n g t h a t t h e i m p o r t a n t e v e n t s s a y w h e n c a m o g i e i s p u t f o r w a r d y o u k n o w , w h e n t h e i r c o m p e t i t i o n h a s r e a c h e d t h e c o n g r e s s s t a g e s t h e y a r e q u i c k l y p u t o n t h e , b u t I s u p p o s e f o r a l o t o f t h e y e a r i t i s a s t r u g g l e f o r t h e s p o r t s t o g e t S X E O L F L W \ 1 R Z , F D Q ¶ W V D \ D E R X W K R F N H \ R U R W K H U V

that even when there is lots of publicity mean over twenty games were televised last year, the irony is W K D W Z R P H Q W support the teams to the extent that you would imagine. Speaking about ladies football and camogie is the same they provide a free media service where they say generally you know the ladies football does benefit an awful lot more from TV coverage. I suppose TG4 are primary benefit sponsor so they are guaranteed more publicity but that would be just in summer. Say for the start of the year, for the early months of \H D U Z K H Q W K H O H D J X H V D U H R Q W K H \T G E H G H S I suppose there are so many other sports going on its very difficult challenge for a newspaper editor to cover all the sports there to recognition.

[illegible]

Then I suppose since newspaper coverage covers men more is it a case of just responding to the market demands?

Yeah you could say that. Because I suppose they can see that the games are attracting and I

Yeah. Why would you think that is because there is actually as massive amount of women playing ladies football? They have massive membership.

Yeah especially in ladies football given the high profile they have on television. Why if they have such a strong membership? You know the All-Ireland finals features three games; junior, intermediate and senior, so you could have six counties hard to say.

camogie and ladies football with Wexford and she was saying if she was given the choice to go see a camogie All-Ireland final she would go to see a camogie All-Ireland final. She was saying if she was given the choice to go see a camogie All-Ireland final she would go to see a camogie All-Ireland final.

DQG VKH ZDV VD\LQJ LW ZDV ESRXQW\ SOD\HUV LW
 entertaining to watch. So would you think that plays a general role, The different
 SK\VLFDOLW\¶V"

:HOO WKD We¶mple. But little by little it persists among top inter
 to see why big numbers of XSSRUW GRQ¶W JR WR WKH JDPHV 1R W
 know. The standard at the top level is very good. Look there is nothing to compare to the
 JODPRXU RI WKH PHQ¶V JDPHV \RX NQRZ LI WKH OHYHO
 would say you know the level of publicity has increased. I suppose the bottom line is that
 ZRPHQ GRQ¶W VXSSRUW WKHLU RZQ VSRUWV IXOO VWRS

So I suppose a kind of better relationship between the PROs and the associations themselves
 with the media, they have to do their own bit as well rather than just depend on the media.

,QWHUHVWLQJO\ 'DY is the ZKDH¶V designed with the idea of call this one club
 model where you have all the different sports alongside one another, football,
 camogie and ladies football; all under the one umbrella so everything would be organised at
 FOXE OHYHO VR \RX ZRXOGQ¶W KDYH RQH ZLQJ RI WKH
 comprehensive approach.

How important is sponsorship to raising the profile?

6SRQVRUVKLS LV YLWDO ,W¶V WKH OLIHEORRG RI DQ\
 sponsors will promote their involvement like I suppose the more they have the more that they
 can promote their own. So sponsorship is vital yes. You can also employ people in the sport.
 The more sponsors you have to put the word out to promote the sport at grassroots level.

Do you think if there was more coverage in the newspapers of say camogie, ladies football
 DQG ZRPHQ¶V UXJE\W¶DZ ZRSPONSORSHIP EASILYWK

Oh definitely without doubt, the more publicity that a game generates the more willing to
 become involved.

Do you think women are owed more coverage or more sponsorship?

:HOO , ZRXOGQ¶W VD\ WKDW WKH\ DUH RZHG , ZRXOG L
 TXHVWLRQH ZK\ WKHUH¶V QRW PRUH SXEOLFLW\ WKH\ Z
 long as other sports attract bigger crowds its always going to be a challenge to get

more coverage so to answer your question about whether I feel their owed more coverage I would say the newspaper probably feel that they are not obliged to give as much, to give more publicity.

In your experience would editors have ~~the~~ same opinions of the sportswriters?

No. They would have a different view because they're looking at the bigger picture there looking at all the different stories coming across their desks so and at the end of the day it comes down to space. So until their hat G D Q F H L Q F U H D V H V W K H \ Z R Q \ W E change.

Appendix H

Grainne Kenneally (Waterford GAA dual player) interview, 22 June 2012.

'R \RX WKLQN ZRPHQ¶V FRYHUDJH LV IDLU DQG HTXDO WR

No not at all.

Why would you think that is?

:HOO LW¶V OLNH WKH FRYHUDJHHJLNUH\GZLWR ZKDW JMWKH
coming whereas fellas would get full sports sections dedicated to them, GAA in particular
KHUH LV ZKDW ,¶P WDONLQJ DERXW QRZ OLNH DQG OLN
VSRQVRUVKLS FRPLQJ RQ EpeD to what the fellas would get. Even
the third division fellas get more to what the senior girls would get.

'R \RX WKLQN WKDW WKHUH LV DQ\ SDUWLFXODU UHDVRQ

2K ,¶G VD\ LW¶V EHFDXVH WKUH¶V SUREDEO\ WKUH¶V
WKH PHQ¶V DQG WKUH¶V SUREDEO\ D ELJJHU IROORZLO
ZRPHQ¶V * \$K ELDW
like.

Why would you think the attendances wa ZRPHQ¶V PDWFKHV DUH VR SRRU
PHQ¶V "

, GRQ W KDW D JRRG TXHVWLROZLQJLVQSWKHUMKIM
 TKHUHV D PRUH RI D WUDGLWLRQDO IROORZLQJ RI IHOO
 suppose there V D PXFELJJHU DQG RI VXSSRUWHUV ZLWK WK
 women GAA. Mostly just females follow the females whereas both men and women follow
 WKH PHQ V *\$\$

Okay. I suppose then one of the excuses that the media uses is because of the poo
 DWWHQGDQFHV WKH\ GRQ W FRYHU WKH ZRPHQ EHFDXV
 SXEOLF LQWHUHV RXW WKHUH :RXOG \RX VD\ WKDW V D
 <HDK ZHOO LW V D IDLU H[FXVH IURP ZKHUH WKH\ DUH FR
 the DWWHQGDQFH ZRXOG VWDUW FRPLQJ XS DV ZHOO EHFD
 quality of games and stuff that you get from women because like it can be as competitive as
 men are and like when people see it on The Sunday Game TG4 I think they are actually
 OLNH there is a good quality here and they probably would increase the attendance at
 matches if it was given a good light in the media and a bigger light in the media it
 probably would increase attendances at matches.

Right. Would you have any ways that ye could improve the attendances without media
 coverage do you think?

:HOO ZLWK WKH FDPRLH WKH\ DUH WU\LQJ WR OLQN XS F
 camogie games as the curtain raisers to the fellas games is that a great initiative like if
 the ladies football and the camogie started linking up and working much more with the GAA
 WKHQ SHRSOH PLJKW VWDUW FRPLQJ DORQJ D ELW HDUO
 7KDW V SUREDEO\ Why to improve V ZD\ WKDW

, ZDV WDONLQJ WR RQH MRXUQDOLVW WKHQ DQG LW ZDV
 have the same level of commitment as men do to training. He was saying the top teams
 probably do but down the middle of the road teams probably GRQ W , VXSSRVH VXU
 are intermediate WKH\ ZRXOGQ W UHDOO\ EH DWRS WHDP , VX
 comment on that?

:HOO LI , HYHU PHW KLP , G SUREDEO\ JLYH KLP D VO
 completely unjustified I mean girls are sacrificing absolutely everything to play even when
 we were only junior last year, your weekends your social events and we did it with not a lot
 money we got very little. We got very little recognition from anyone. We just did it because

we love the sport. We had to pay for our own physios. Us playing inter-county is a cost to the player whereas any of them, they probably give as much commitment if not more because we do it without the backing of financial assistance.

Do you have any views on ways ye could attract more sponsorship?

Well there are bigger deals coming in like at headquarters. They are working hard. I mean TG4 are brilliant for ladies football. The media coverage they give us is absolutely brilliant. Sponsors on board with the Irish Daily Star, Bord Gais. It's like there is starting to be movements in it like and I think just from headquarters they need to start with the senior ones and then hopefully it will start filter down through once the senior ones get bigger coverage the rest of us might start getting a bit of a look in as well.

They sponsored us in the national leagues and it would have every weekend they would have given sum bit of coverage now nothing compared to what the fellas would have got but they think it was even a pub section of the table and the camogie tea of the league, kind of fellas its nothing really but it is an increase from other times like.

Another journalist I was talking to then he made the point that back around when started ten or twelve years ago rugby was only getting a page or two and then he said what they did was went off and made a successful product out of the Heineken Cup. Do you think branding is something women could look into?

Yeah well if it worked for the rugby like definitely. You know the bigger sponsors you get on into development, into improving everything about the game so even getting Bord Gais on board with the footballers, getting TG4, like TG4 has been a huge sponsorship for ladies football. Without them, regarding media and marketing.

definitely sure the more sponsorship you get the more money there is to be put into improving everything like from playing to media to everything you know.

<RX YH SUREDEO\ KHDUG WKH FRPSOLPHQW VKH SOD\ V of the media that these kind of back handed compliments exist?

:HOO , Z Recently Ww saying she plays like a man is probably a bad way of putting it but if VRPHRQH FRPSDUHG \RX WR D KXUOHU , G ILQG \ ,I WKH\ G V H\ \$ D K R O N O R Z K H\ V QRW MXVW D FDPRJL SUREDEO\ EDG OLNH LW\ V N\ G GREY they say we plays ZK D WHYH PDQ WKDW\ V D KXJH LQVXOW EXW LI WKH\ V BXWRXW\ M D probably because WKDW\ V ZKDW we know the field is a Qidd bW on a pedestal and the camogie is compared to the highest level of the hurling and I think unless we come up with a level par those kind of compliments are always going to be floating around because of the media or just because even camogie the top level is still seen as hurling you know what I mean.

The newspapers are saying they are only responding to the public interest. Do you think their sports pages are just targeting men though and that is the public they are referring to?

Ah I suppose like traditionally the sports sections have been targeted towards men but like if you have an interest in sport male or female you are going to go to the sports sections first they are aiming for the male but like as many females read the sports sections as male so they

VKRXOG EH WDUJHWLQJ ERWK HYHQO\ EXW , GRQ\ W NQRZ

Just to ILQLVK 7KHUH\ V D ELJ GURSRXW UDW H IUR ILIWHHQ VL[WHHQ VHYHQWHHQ 7KH UHDVRQay sports JLYH DQ\PRUH EXW \RX GRQ\ W VHH WKDW GURS SXW KDSSHQ ZRXOG \RX VHH DQ\ UHDVRQ ZK\ WKDW\ V KDSSHQLQJ"

I WKLQN WKDW\ V SUREDEO\ WKH SHUVRQD WYDWN NLQG RI OLNH IRU kind of expected to play sports whereas girls expected they turn into fashion you know and make up and things like that WKLQN WKDW\ V SUREDEO perspective on girls playing sports SUREDEO\ LVQ\ W D Vt is for DePas wh X V IRU play sport. YR X NQRZ LI VRPH RQtrayed to be the cool thing to do whereas with girls I think the cool thing to do is to be into fashion and makeup whereas there is plenty of camogie players who can balance both like fashion, makeup yet are very skilful

camogie players on the field.¹⁵ , W K L Q N L W ¹⁶ V M X V W W K H N L Q G R I S H U
the sport.

Appendix I

Peter Sweeney (Journalist) interview, 26 June 2012.

'R \RX WKLQN ZRPHQ¶V VSRUW JHW IDLU DQG HTXDO FRYH
:HOO WKH\ FHUWDLQO\ eGRQ¶W know how a HTXDO FOR GRUQ¶W QHF
mean the same things.

5LJKW :K\ GR \RX WKLQN WKH\ GRQ¶W JHW DV PXFK FRYH
:HOO OLNH FRPPHUFLDO HQWHUSULVH :KDW GR SHRSOH
VHOOV" ,W LV QRW ZRPHQ¶V UWSRUW V

And why do you think that is?

, VXSSRVH FKLEW¶Q DQG HJJ LVQ¶W LW :RPHQ¶V VSRUW V
sports you know. How will they become more popular? Only by covering them more I
VXSSRVH EXW LW¶V a newspaper to promote something just for its sport
development.

Would you say that there is any truth in that argument that if they did get more coverage that
it would lead to more popularity?

, GRQ¶W NQRZ how you could only find out if, like ladies football is
probably the most popular ladies sport in the country and it probably gets the most coverage.

:HOO WKDW¶V DJDLQ WKDW¶V D ELW KRZ GR \RX JHW W
GR \RX JHW WKH FRYHUDJH ZLWKRXW WKH VSRQVRUVKLS
football model which has been yes successful you know coming from a very low base
maybe fifteen years ago It¶V QRZ WKH PRVW SRSXODU ZRPHQ¶V VSR
XQEHOLHYDEOH FRYHUDJH <RX NQRZ \RX SLFN XS WKH
ladies football in it you know A ORW RI WKH ZHHNV GXULQJ WKH \HDU LV

What do you think they did to become so successful? What was their model that made them so popular?

, GRQ¶W DFWXDOO\ NQRZ , KDYHQ¶W ¶G FLW¶D DOWAS B B M H B I
the TG4 spotted a gap in the market but know they have plenty of time to fill in their
schedule s and you know it works for them dles GAA was gaining popularity. hEy put it
on television which you know a GLHV VSRUW LQ Generally speaking kind of DGQ¶W
MXVW IXOILOOHG D QHHG , GRQ¶W WKLQN LI \RX SXW ,
VDPH ZD\ RU ZRPHQ¶V ER[LQJ RU ZRPHQ¶V VRFFHU RU 5
same impact.

Damian Lawler mentioned that maybe HQ \H DU V DJR UXJE\ ZDVQ¶W WKD V
the kind of branding of the Heineken Cup really made it popular.

\$K \HDK , GRQ¶W brand the Heineken Cup. I think it was just the Heineken
Cup. It could have been called the European Cup. It just took off you know. You know
WZH QW\ \H DU V DJR WKHUH ZHUH IRXU SURYLQFHV LQ , U
played a couple of matches a year and it was all based around dub You know then the
Heineken Cup and the advent of professionalism all happened around the same time and then
all of a sudden you have three and a half or four franchises as opposed to provinces in the
FRXQWU\ QRZ DQG WKH\ FDXJKW SHRSOH¶V LPDJLQDWLF
WKLQJV 7KDW¶V Van Vliet and these competitions were on Sky Sports stop
during the winter.

,V WKHUH DQ\WKLQJ \RX WKLQN WKDW ZRPHQ¶V VSRUW F
receive more credibility?

Well credibility is the word you used there like in a lot of SRUWV WKH VWDQGDUG
KLJKHU EHFDXVH \RX NQRZ WKHUH¶V PRUH UHVRXUFHV D
LW¶V E H H O R R Q So if you had on Sky Sports One Champions League match

between Barcelona and Manchester United. **HQTV WHDP DQG KDG WKH ODG**
FKDQQHO ZKLFK RQH DUH \RX JRLQJ WR ZDWFK" <RX\OO Z
 higher standard.

Do you think that they are just competing with too many popular male sports to ever become popular themselves?

I suppose it will be difficult. GRQ W NQRZ On the road
 \RX GRQ W NQRZ FHUWDLQ ZRPHQ like in terms we get equal SR SXO
 ELOOLQJ DQG HYHU\RQH V ZDWFKLQJ which is on you LV DW V
 NQRZ J\ PQDVWLFV LFH VNDWLQJ WKLQJV OLNH WKDW ,
 following. Skiing would be another one but you know certain parts of the world they are very
 popular.

Why do you think that women in individual sports ~~they~~ seem to get equal coverage to men in their sports?

:HOO LQ WKL V FRXQWU\ , ZRXOG V D\ WKDW WKH\ WHQG W
7D\ORU 6RQLD 2¶6XOOLYDQ SHRSOH OLNH WKDW &DWU
medal prospects in the Olympics they get great coverage and fair play to them they deserve it.

3DW 1RODQ ZDV VD\LQJ WKDW LI \RX ORRN DW :LPEOHGR
are run side by side and that the reason they get equal coverage. So do you think if ladies
football joined up with the GAA and had double headers, would that work for them?

the one umbrella and there have been a few, not many instances of ladies football playing minor football and hurling for example were played away from Croke Park, away from senior matches. I think it's a bit of a shame that the ladies football is not played in Croke Park, I think it would be a lot more interesting if it was. I think it's a bit of a shame that the ladies football is not played in Croke Park, I think it would be a lot more interesting if it was. I think it's a bit of a shame that the ladies football is not played in Croke Park, I think it would be a lot more interesting if it was.

5XJE\ KXUOLQJ IRRWEDOO WKH\UH NLQG RI VWURQJO\

think the fact that women are playi these sports effects the selling?

<HDK , ZRXOGQ¶W QHFHVVDULO\ KDYH WKRXJKW WKDW , V
as an example she hates seeing women play rugby but at the same time Katie Taylor plays the
most masculine sport of allbo[LQJ <RX NQRZ VKH¶V DFNQRZOHGJHG
JUHDWHVW HYHU VSRUWV SHRSOH DQG LI VKH ZLQV WKH

Yeah but I suppose would you say when she won her world championship and even her
second and third, do ythink she got enough coverage back then?

Well like they were alln fairly far flung place. Like ifsay Kenny Egan was winning a world
championship in Mongolia the likelihood is nobody would be able to send anyone out to it so
you know the coverage wouldE H IDLUO\ VNHWFK\ DW EHVW EXW \RX N
LV FRPLQJ IURP D YHU\ ORZ OHYHO \RX NQRZ LW¶V WKH
regarded by a lot of people until very recently so you know it takes a while for all of these
things. One togain credibility. Second is to build up a following after that. And you know not
WDNLQJ DZD\ IURP KHU DFKLHYHPHQWV LQ DQ\ ZD\ VKDS
person but you know there are less women boxers than there are men boxers QRYU L W¶V
SUREDEO\ KDUGHU LQ WKH PHQ¶V JDPH WR ULVH WR WKH
2ND\ +DYH \RX HYHU FRYHUHG DQ\ ZRPHQ¶V VSRUW \RXU

I have yeah.

And what were they?

Ah. Golf, soccer, camogie, ladies football.

How many paragraphs, how much space were you aloud allocate?

WHOO WKDW¶V D ELW VXJJHVVWLYH EHFrd and footballXinaNQRZ \RX
DQG \RX¶OO JLYH LW WKUHH SDJHV EXW WKDW¶V RQO\ R
\H DU \RX ZRXOGQ¶W JLYH LW WKDW PXFadies, GArh¶¶
both taken on a freelance reporter who does there reports for them at the weekend, sends us
URXQGXSU IRU IUHH VR DOO WKH QHZVSDSHUV FDQ SULQ
for them because we are getting it for free.

Do you WKLQN WKDW¶V WKH ZD\ WR JR WKRXJK "

,¶P QRW VD\LQJ LW¶V WKH ZD\ WR JR EXW LW¶V MXVW ZR

2ND\ -XVW WR ILQLVK XS WKHQ -LP 2¶6XOOLYDQ VDLG Z
sport. Would you have any say on that or do you agree with him or why would you think that
is I suppose if it is true?

Well right. You JR WR D PRLQ and the majority of the crowd are men. You go to a
ZRPHQ¶YU\$OODQG \RX NQRZ SUREDEO\ WKH PDMRULW\ D
proportion of men. Men are generally more interested in sports than women I suppose.

Appendix J

) L Q W D Q 2 J P R S O I Interview, 27 June 2012.

, Q F R P S D U L V Z R P H Q P H Q S R U W F R Y H U D J H L V I D L U O \ P L Q R
why?

< H D K , V X S S R V H , Z R X I S G I O I I W C O P A I S X Y U K N O W S D O P P O S E L O O K
L W ¶ V M X V W D P D W O R O ¶ W I S R I S X O D U L W \ D Q D J H Q G D G U L Y H
L W ¶ V M X V W U H V S R Q G I N E A D L O O K P A T S I S C O U N T R Y L O G V I V E L A R E G A L I C
football, hurling, rugby, soccer and golf. You know looking over the past weeks the amount
R I F R Y H U D J H W O O K E R T E A M G O T I N T H E E Q U I S I T H I N K W K H , U L V K Z R P H Q ¶ V
team had a couple of qualifiers during that time so you know I mean the interest is just not
Z L W K L Q W K H P V S R U W V D Q G , M X V W W K L Q N L W ¶ V W K H I D F
the stories that will generate them these are the most readers for papers or the most listeners on radio
W K H P R V W Y L H Z H U V R Q 7 9 D Q G , W K L Q N W K H U H ¶ V Q R J H V
the one people seem to be more interested in.

' R \ R X W K L Q N W K H U H ¶ V D Q \ U H D G H P R V K H S Z B P H Q Q G V S R U W
newspapers?

Yeah well I mean I think there is a sign over the last years that it is developing I suppose
L I \ R X O R R N D W . D W L H 7 D \ O R U L Q S D U W L F X O D U L I V K H G
the reaction she got when she qualified for the Olympics P H D Q , I S K P P S E S O N I A
2 ¶ 6 X O O L Y D Q Z D V S U R E D E O \ W K H R O M A N S U P E R S T A D I U M S P O R T A N D I D N L

Katie Taylor is kind of taking on that mantle. ~~Q~~ G W K H Q , P H D Q W K H U H ¶ V P D
other examples if you look ~~at~~ maybe GAA over the last couple of years maybe certain things
like RTE, the broadcast of the camogie, TG4 ~~of~~ broadcasting more ladies football, not
just the final. They started broadcasting earlier rounds like you know so I think from that kind
of view at least getting it out there to a wider audience it probably improved it and its
H [S D Q G L Q J E X W O Q Z R S U R W ¶ V V D D Q G L W ¶ V Q R W J R L Q J W R
J R L Q J W R J H W X S W R W K H V W D W X V R I P H Q ¶ V V S R U W V
7 K H U H ¶ V D Q D U J X P H Q W R X W W K H U H W K D W R I W K H \ J R W P
F U R Z G V D Q G E L J J H U D W W H Q Q D O F H W a t a r g u m e n t ? W K L Q N W K H U

Yeah I would Just an example I would give then is the ladies football. I mean I would say a
lot of people have become far more interested in the sport. P H D Q W K H \ V D \ L W ¶ V W
growing participation sport in the countr, P H D Q L Q Z R P H Q ¶ V V S R U W D Q \ Z D \
W K L Q N D Q \ Z D \ D O R W R I W K D W G R H V V W H P I U R P W K H I D F
September for the All Ireland final. The fact you now have the rolling coverage throughout
the year with earlier rounds been shown in TG4 P H D Q , N Q R Z D O R W R I S H R S O
TG4 regularly but I mean at least the fact that it is on a national station to get a bit more
exposure and I mean I suppose the fact that you look at Katie Taylor V D \ Z R P H Q ¶ V E
is now, people are more aware of it and more interested in it on the back, ~~of~~ probably
more likely to go and see her fight and you know maybe participate in the sport themselves
So there is an argument there that you know if its covered more ~~of~~ the stories are there
W K H Q O L N H W K H P H Q ¶ V V S R U W W K D W Z L O O R E Y L R X V O \ O H
, I O D G L H V I R R W E D O O L V V R S R S X O D U E H F D X V H R I 7 * ¶ V V
of big sponsorship is needed before newspapers ~~will~~ take notice?

< H D K , P H D Q D O W H V I D e a n t h e y a r e . T G s u p p o s e i t s m u t u a l l y b e n e f i c i a l f o r
the, because they are sponsoring it they want to get their product out there and all that you
know more people seem to be more interested. L i W D Q G W K D W T h e G a , W K L Q I
newspaper I think they sponsor is it the camogie league? W K L Q N W K D W ¶ V L W D Q \
N Q R Z W K D W ¶ V D Q R W K H U H [D P S O H , W V E H Q H I L F L D O I R U V
that I would find the GAA they're very proactive in terms of ladies football and camogie,
W K H \ J H W R X W S U H Y L H Z V D Q G I L [W X U H O L V W V D Q G P D W
D Z D U H R I W K H V W X I I W K D W ¶ V J R L Q J R Q

On that note is there anything else that the associations could do and attract more media attention to kind of get more credibility out there?

, VXSSRVH LWTV MXVW D PDWWHU RI WU\LQJ WRINHHS X mean to kind of engage with various online and print and radio and TV and all of stuff. LLNH \RX NQRZ WR WU\ DQG JHW WKH QDPH RXW WKH WKH\TUH WU\LQJ WKHLU EHVW EXW XOWLPDWHO\ LWTV J organisation themselves if they are going to cover it or so all they can do is keep trying WR VHOO WKH SURGXFW WKH ZD\ WKH\ DUH EXW , VXSS RUJDQLVDWLRQV DUH ZKHWKHU WKH\OO JHW VRPHRQH W

Would you think that the media are to blame for the lack of publicity that female athletes have you know?

Maybe to an extent but I think ultimately people decide for themselves what they are interested in you know I mean PHSOH DUH PRUH LQWHUHVWHG LQ WKH WKH , ULVK ZRPHQ the last month and I mean I GRQW NQRZ PD\EH LQ FHUWDLQ PHGLD RUJDQLVDWLRQV major bias and I think ultimately all media organisations are concerned about being a successful business. QG ZKHWKHU WKDWTV JRLQJ WR JHW PRUH SH or reading their stuff. \$ WKH\TUH JRLQJ DERXW ZRXOG SHRSOH EH YRX NQRZ WKH , ULVK PHQTV WHDP LQ WKH (XURV RU WKH \RX NQRZ , WKLQN WKDWTV WKH PDLQ FRQVLGHUDWLRQ ZKHWKHU RU QRW WR FRYHU ZRPHQTV VSRUWV

Are they competing with too many popular male sports to ever become popular themselves?

I suppose yeah it is difficult. You also D YH WR ORRN DW WKH IDFW WKDW ,WTV D VPDOO PDUNHW \$Q\ZD\ , PHDQ WR VD\ LQ FRPSD VSRUW VRPH DUH YHU\ ELJ RYHU WKHUH EXW , PHDQ WKH , PHDQ WKHUH PDUNZING /LNH \RX\TUH FRPSHWLQJ IRU D PDQ\ PHQTV VSRUWV DUH WKHUH WKDW ILQG LW YHU\ GL WKHUH LV D SRSXODWLRQ IDFWRU DV ZHOO WKDW LW LV \RX\YH D ORW RI FRPSHWLQJ SOD\HUV

How do you think female athletes in individual sports compare to the coverage of females on team sports?

I suppose maybe in certain ways there is maybe more of a recognition factor. You know you look at probably the most famous ladies sports people in Ireland like everyone probably thinks of like Katie Taylor, Derval O'Rourke. *UDLQQH 0XUSK\ LQ WKH VZ NQRZ , GRQW TXLWH NQRZ ZK\ WKDW LV EXW LW MXVW V of stand out more. It does seem to be the case of the individual sports getting more recognition you know on the back of their achievements.

Would you think that could have anything to do with the kind of strong cultural association with masculine team sports?

, GRQW. When you look at the last few years look at what someone like Katie Taylor has done , PHDQ LI \RX DVNHG WHQ \H DU V DJR \RX NQRZ WK ZKDWHYHU , GRQW NQRZ ZRXOG SHRSOH WDLQ \RX WHU more improved. I think the stereotypes, the barriers have shifted a lot more from where they were ten years ago.

:KDW NLQG RI LQVWUXFWLRQV ZRXOG \H JHW RII VSRUWV Would ye be encouraged to go out there stories?

:HOO , VXSSRVH ORRN P\VHOI WKH MRE WKDW ,P LQ Q WKHVFRUH LH DQG , PHDQ ORRN , MXVW PDNH D GHFLVLR WKL V ZHHNHQG \RXG KDYH WR VDYk Sunday League. SOD\LC final, LWV WKH ELJJHVW JDPH RI WKH ZHHNHQG , PHDQ OD RQO\ UHDOO\ VWDUWLQJ RII QRZ VR , ZRXOGQW UHDOO\ the season goes on I would try and give it D ELW PRUH EXW XOWLPDWHO\ the basis of like you know is it news worthy. You know what kind of viewership are we JHWWLQJ IRU WKH VWRULHV RQ WKH ZHEVLWH \$QG WKD certainly as it goes on you get to the last stage of the competition you would start to give it more coverage and more significance.

Why is it that they always get big coverage for the All-Ireland finals but its minimal up to them?

I suppose look its interest levels you know mean not many people are just interested in like the first round of the Munster camogie championship and you only have to look at the people who attended as well and think you could give it all the coverage you want in the world but , GRQW NQRZ ZRXOG interested in like you know but then come the All

, UHODQG ILQDO LW JHWV D GHGLFDWHG VORW LQ WKH \H
you know I W¶V D ELJ JDPH DQG ORRN , MXVW GRQ¶W WKLQN V
in the public.

I was talking to Peter Sweeny and he said that camogie has an image problem. Would you agree with that?

Well in terms of the stereotype of it maybe to an extent and maybe ladies football suffers
IURP WKDW WRR EXW some extent it would have twenty years ago. I mean
I would look at it lets say a lot of people would have huge regard for the Cork ladies football
WHDP , PHDQ D ORW RI SHRSOH ZRXOG VD\ WKDW WKH\¶
titles thDW WKH\ KDYL ZRQ 6R , GRQ¶W WKLQN LW TXLWH KD
\HDUV DJR , WKLQN LW¶V PRUH DSSHOLQJ DQG PRUH
interested in it.

, Q \RXU RSLQLRQ LI ZRPHQ¶V VSRUWHQ¶V ZRXOG WWDWFR
PHQ¶V VSRUW"

, WKLQN LW LV D K\SRWKHWLFDO TXH VWLRQ DQG , FDQ¶V
MXVW GRQ¶W WKLQN WKH LQWHUQHW LV WKHUH IRU LW
deserve more coverage simply because of the attendances they get. I suppose you know you
ORRN DW VSRQVRUVKLS GHDOV :K\ GR VSRQVRUV JHW LG
\RX NQRZ" %HFDXVH WKH\¶UH KLJK SURILOH 0HQ¶V VSRU
and the coverage and the crowds.

Just to finish up then. Do newspapers target women readers sports section or do they
just target men or do they target both in your opinion?

, ZRXOG VD\ WKH\ ZRXOG SUREDEO\ PDLQO\ WDWYH PHQ
know a lot but I mean ultimately you look at it from a wider point of view. Newspapers
SUREDEO\ \RX NQRZ GHGLFDWH WKHLU IDVKLRQ FROXPQ
stereotypical about it but they ultimately have women in mind when they are doing that
kind of stuff and so when it comes to sport I would say that men are the major consideration
you know. Yeah I would say that ultimately they are probably targeting male readers now
obviously they will be glad if female readers read their stuff you know but they will
ultimately be targeting men alright.

Appendix K

Derek Kinnevey (FAI Communications Executive) interview, 3 July 2012.

6 R Z K D W N L Q G R I V W X I I G R H V W K H) \$, G R W R S U R P R W H Z I

Well we would work on a lot of different qualities when it comes to P H Q ¶ V V R F F H U V F
can match the promotion to the event. So for instance this weekend we had the Gainer C
which is a competition for 14 women. So there would have been a lot of work on that going
across local press in Limerick which is where it was held. There would have been a lot of
stuff in our social media and then you know our development officers who work throughout
the country would have worked on this in their local areas trying to get local people to go
along, give out free tickets that kind of thing.

And would you be happy at the response ye get off the newspapers?

Wom H Q ¶ V I R R W E D O O On of animal R P H Q ¶ V I R R W E D O O L Q W K D W U
L W ¶ V D Q T K Z H V S R D W H Q ¶ W D V P D Q \ S O D \ H U V H Y g r o u n d V K R X J K
throughout the country. W ¶ V R Q H e s t g r o w n g s p o r t s W E u r o p e a t the level of
L Q W H U H V W S U R S E D Z O H Q V Z H ¶ T U W K Z R W H L Q J R Q S U R P R W L Q J
much more difficult task than to the male equivalent. We have V D \ R X U V H Q L R U Z R F
international team would have played ¶ V V D \ W K H U r o s t e r p l a y e d W K o u b l e
header in Cork against Scotland and Wales, two very important qualifiers. W , E H W \ R X G L
hear about it?

Yeah I think I read a paragraph or two about it in the paper is all.

The work that would go into them two paragraphs in the paper would be the equivalent of the work going into the senior set up over in the Euros. You just have to work a lot harder for OHVV UHZDUG ,WTV YHU\ GLILFXOW the effort is a lot more. NQRZ much effort. Their time and the dedication is the same it's just its difficult to get the rewards that they need. So you know that paragraph or two in the newspaper is a combination of you know weeks of work, contacting behind the scene, organising whatever they need it press conferences, photo calls. There would be a lot of work going in to getting paragraphs in national papers but it is changing. EHFDXVH ZH QRZ KDYH WKH %XV (National League which had its first year last year which was a six team national league but ORRVN OLNH LWTV JRLQJ WR JR XS WR VHYHQ QH[W \HDU ZDV NLQG RI DQ H[SHULPHQW WR VHN GRZL VWZHUHV ZKDW. get a The Irish Daily Mail have come on board as a media partner so now we have have this national newspaper who have a huge interest in the game obviously because their name is going against it. So the amount of promotion is going to go up so just waiting hopefully for one of our teams to have a couple of big results. As we had our U17s who went to Barbados there a couple of years ago after finishing second in Europe and that gave us a huge boost and WKHQ WKHUHTV WKH OLNHV RI .DWLH 7D\ QRUZHU LV WKH many caps but I think she has got something caps for the national team so you know things DUH LPSURYLQJ LV ZKDW ,TG VD\

\$QG WKH QHZVSDSHUV ZHUH VD\LQJ WKDW the attendance levels are so low and that. HIOHFWV D ORZ SXEOLF LQWHUHVW :RXOG

Oh yeah look that would be true of most sports. WHQ eRoKng to promote football any sport the newspapers will show an interest in it according to the amount of people that are interested in it. SR ZKHQ \RX ORRN DW PHQTIV *\$\$ RU IRRWEDOO so more pages get devoted to. Even if you go down the grade to say you know u PHQTIV football there is no interest in that apart from say people directly affected, parents of players, local clubs. KH\TVH WKH RQO\ RQH V LQWHUHVW WHG VR \R. ZRPHQTIV IRRWEDOO LV WKH VDPHHBQWWKHVDUHDUHVWLVQK VHQLRU LQ &RUN ZH JRW 79 LQYROYNed between the other disciplines name, Ireland AM I think the TV show is. They came out and they did a couple of live bits. They did about seven or eight interviews. Sue Ronan who is the senior international

manager VKH ZDV RQ WKH μ * documentaly that was on & ROR the UG
WDONLQJ DERXW ZRPHQ¶V IRRWEDOO DQG \RX NQRZ D
happened. The level is going up. We are getting more coverage. There is more interest and
you know and yes the amount of coverage based on how many people are actually interested.
So were working on getting back up so we can get the coverage up and then you know the
sport can take off again.

%XW WKH\¶UH VD\LQJ DWWHQGDQFH OHYHOV KDYH WR JR
possible without the media?

,W¶V NLQG RI D GRXEOH HGJHG VZRUG /LNH WKH JX\ V LQ
to you if people are interested but really what we need is we need a team to do something
JRRG :KDW ,¶YH DOZD\ V PRIQ¶V UHIGQLWUWRWYDWRWKHP
IRRWEDOO ZDVQ¶W WKH ELJJHVW VSRUW LQ WKH FRXQWU
until 1988 when we qualified for the Euros for the first time ever and it was the first major
tournament you know football exploded. We would think that it would be the same for
ZRPHQ¶V JDPH LI ZH PDQDJH WR JHW TXDOLILFDWLRQ IRI
GRQH EHIRUH 7-17 Ham Zhen Hui ¶V qualification for Barbados they got massive
coverage They were throughout the papers and it just shows success of breeds interest
so we would have high hopes WH KDYH 3HDPRXQW ZKR ZRQ WKH :RPHQ
DQG WKH\¶UH JRLQJ WKURXJK WR WKH &KDP,SHRQV /HDJX
was the quarter finals they got to last year where they lost to Paris Saint Germain WKDW¶V
a massive achievement. If they managed to beat Paris Saint Germain and go on to a semi
final and play against and Arsenal or one of the these huge BPHQ¶V MYDQV
someone like that the interest would be huge and the more interest there the newspapers
will carry it and then the young girls in the schools can be given their role models, someone
to look up to So they you know can look up the likes of Louise Quinn or you know one of
these amazing footballers so you know I think the breakthrough what we needed is the
EUHDNWKURXJK DQG , WKLQN LW¶V FRPLQJ DQG ZKHQ LV
more interest and LW ZRQ¶V REQ¶V WRMH H RM SHRSDQH DW %XV (LUHDC
National League match but you may see hundreds and high hundreds and then we can
really start growing the game from there.

\$QG ODVW TXHVWLRQ WKHQ :KDW ZDV league last year UDJH DWV
I think it was about 500 a match.

7KDW¶V YHU\ JRRG

Yeah well it was a novelty. R \RX NQRZ SHRSOH OLNHG LW DQG \RX NQ
KXJH VXSSRUW DPRQJ VW ZRPHQ¶V IRRWEDO. They are SHRSOH VR
going to come out and they are going to be loyal. They are going to come out and they
are going to come and watch it. What we are looking for is I suppose the Josephine Soap of
the street who has never played football. You probably know girls who are twenty/twenty
five up to twentyeight ZKR¶YH QHYHU NLFNHG D EDOO LQ WKHLU O
DQG ZKDWHYHU HOVH DQG WKH\¶YH QHYHU DFWXDOO\ FR
keep them in shape WKHQ LQ IDFW LW¶We demand these kind of people
that we are trying to tap into and obviously we want to get them young. But you NQRZ WKHUH¶V
no reason why a twentyfour \HDU ROG FDQ¶W JR RXW DQG SOD\ KHU
lower level team and work her way WKURXJK DQG \RX people are hoping
to get. AQG , WKLQN LI ZH PDQDJH WR JHW D IDPRXV UHVXOW
of our underage teams or with Peamount United in the Champions League this year, think
that kind of person will become aware of this sport and get involved in watching matches and
VWDUW SOD\LQJ WKHPVHOYHV DQG WKDW¶V ZKHQ \RX¶OO

Appendix L

Pat Quill (President of Ladies Gaelic Football Association) interview, 4 July 2012.

1 HZVSDSHUV DUH D FRPPHUFLDO HQWHUSULVH DQG ZRPH
D IDLU H[FXVH IRU WKH ORZ FRYHUDJH RI ZRPHQ¶V VSRUV

1 R , ZRXOG Q¶W want to know who buy papers or buy any product so from a
media point of view there most certainly is. If you consider that we have up to almost
150,000 members that is a very large audience. We have done because the reality is women buy papers now with that sort of audience, with parents,
IDPLO\ DQG IULHQGV LI WKHUH¶V JUHDWHU FRYHUDJH RI
from it.

Newspapers also say that it is a fair point in your opinion?

No , ZRXOG Q¶W , ZRXOG Q¶W want to know who buy papers or buy any product so from a
said all that the reality is also ladies gaelic football, and the All-Ireland finals are low in
Cup in soccer we probably have the biggest attendances of female sports if you consider our
All-Ireland finals. At the moment with the harsh economic times we are in the
region of 20,000-23,000 and in the past we had over 30,000. We are in a small attendance. Those sort of attendances are more than very high than what is for
WKH PHQ¶V)\$, FXS ILQDOV VR \RX NQRZ ZKLOH WKHUH L
GRHV Q¶W want to know who buy papers or buy any product so from a

They were also saying ye need to get more sponsorship on board to make the games more attractive for them to cover.

: H O O V H H L W ¶ V T H E C A S I S T A T W E H A V E S O M E M E D Y p r e s t i g i o u s s p o n s h i p o n
board Look it we have TG4. There is no o t h U Z R P D Q ¶ V V S R U W I R U V W D U W H
live coverage in twentythree J D P H V D Q G W K D W ¶ V J R L Q J W R E H D Q Q R
Monday. We have the likes of Tesbeing on board as sponsors, V H b e have a lot of
high p U R I L O H R Q H V V R D J D L Q W K D W G R H V Q ¶ W K R O G X S 2
sponsorship but everybody is affected in the current economic climate of a fall off of
sponsors but even allowing for all that we still have some very prestigious sponsoraon b

Do you think ladies football has an image problem which affects its selling?

I do Q ¶ W W K L Q N L W W ¶ V D G D I O V Z I R P H Q E ¶ V O S R U W V W R E H T X L W
probably get as much if not more coverage than most ladies if not of all. And it has
improved considerably and I think the media have got to realise that you know we have
20,000 over 20,000 at our Allirelands T K D W ¶ V D U H P D U N D E O H D W W H Q G D Q
down to the attitude of individual reporters to be quite H o W Z L W K \ R X , ¶ P Q R W V
Z H G R Q ¶ W K D Y H W R G R P R U H D Q G Z H L Q W H Q G R Q G R L Q
people to go and support our games, our current players and our former. M a y e e d t h a t
but you know that is something we are working on and if you take t h e f a c t t h a t b a c k a r o u n d
the twenty-nine or thirty-one All-Ireland the GAA had somewhere of around 30,000 at that
All- , U H O D Q G V R \ R X N Q R Z W K H \ ¶ Y H J U R Z Q F R Q V L G H U D E O \
will continue to grow and will g r o w and any organisation with 150,000 members there has to
E H D P D U N H W R X W W K H U H D Q G L W ¶ V X S W R W K H P H G L D
not totally faultless ourselves especially at club and county level in supplying the media with
information but from national point of view we supply the media with considerable
L Q I R U P D W L R Q D Q G Y H U \ R I W H Q W K D W ¶ V D S H U F H S W L R Q
that they giving us far more coverage than what they used to and I can assure you from
someone who became involved with five years of the association being founded I can assure
\ R X W K H U H ¶ V D K X J H L P S U R Y H P H Q W L Q W K H P H G L D V D W W
, W Z D V D O V R V D L G W K D W Z R P H Q D U H W K H Z R U W V V X S S R U
why do you think so?

Undoubtedly. And you know with W K H Z R P H Q ¶ V V X S S R U W ¶ H U C R O K B X U V X S S
3 D U N Q R S U R E O H P D Q G R W K H U Y H Q X H V E X W W K H \ G R Q ¶ W
that. Very often women do not come out and support their own sports if the lads were playing
X S W K H U R D G W K H \ ¶ G E H W K H U H W B E S G A M E S H O W A G A I N ¶ I V W K H
suppose you know a lot of more women playing at the current time are reading
things like that. T K H \ K D Y H W K H L U K D Q G V I X O O D Q G W K H \ P L J K W Q
what men would be able to do.

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